

POTTERY & GLASS



HUOTT PUBLISHING COMPANY
395 FOURTH AVENUE, NEW YORK



An unusually attractive line of Silver Deposit Glassware, made up from the latest and best selling patterns, is shown in our 1912 catalog, including deep plate etchings, rock crystal cuttings, etc. We use only the highest grade of sterling silver. Every piece bears our trade mark label, a guarantee of best quality in every respect. A trial order will convince you.

Send for Catalog No. 5 A

SILVER DEPOSIT SHOWROOMS

New York City	350 Broadway	A. C. Hirsch
Chicago, Ill.	807 Masonic Temple	H. A. Marshall
Boston, Mass.	105 Federal Street	Geo. K. Marshall
Philadelphia, Pa.	213 Commercial Building	Jos. Tomkinson
Baltimore, Md.	304 W. Baltimore Street	W. T. Owen
Dallas, Texas	909 Elm Street	H. J. Blakeney
Buffalo, N. Y.	311 Main Street	A. H. Sharpe
San Francisco, Cal.	718 Mission Street, Room 302	B. F. Heastand

FOSTORIA GLASS COMPANY
MOUNDSVILLE, W. VA., U. S. A.

The China known since 1840 as

Haviland China

Is stamped under each piece
underglaze } Haviland
France

The decorated China has
an additional stamp
on the glaze } Haviland & Co.
Limoges

Note Our New Address

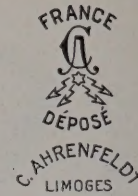
Haviland & Co.

11 EAST THIRTY-SIXTH STREET

□ NEW YORK □



Look for the well known marks
that mean
**QUALITY,
INDIVIDUALITY
& PERFECTION**



The New Creations in
The Celebrated Limoges China

From the factory of CHARLES AHRENFELDT, Limoges, France

and **The Art China**

From the V. SCHIERHOLZ'SCHE PORZELLANMANUFACTUR, Plaue-Thuringia

Are pronounced by leading merchants to be the best ever produced in their respective fields

An inspection is cordially invited



HERMAN C. KUPPER

50-52-54 MURRAY STREET, NEW YORK



**A Seller
At Sight**

**Our New
Alvetta
Design**

Is a Winner

It will appeal to your customers and bring in big business. Order now and get something that is really new. Made in many attractive shapes and sizes.

Copyright has been applied for the ALVETTA and you can get it only from us. Write today for particulars and prices.

KIEFER BROS.

805 Lexington Ave., BROOKLYN, N. Y.

Martin China

Limoges, France

Gustafsberg China

Sweden

Reijmyre Glassware

Sweden

Kosta Crystal

Sweden

*The new samples will be ready
for the inspection of the
trade Sept. 15th*

When you are in New York TAKE THE FIFTH AVENUE AUTOBUS, get off at Washington Square and come to look at them. Your fare will be well spent.

J. H. VENON, SOLE AGENT

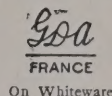
43 to 51 W. Fourth Street

Cor. Washington Square

New York

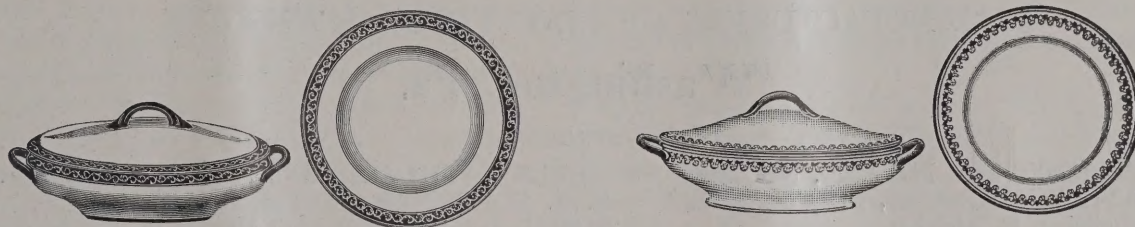


Haviland & Abbot Co.



29 BARCLAY STREET, NEW YORK

French China from Open Stock for Immediate Delivery



Open stock Dinnerware is the foundation of a china store or department.

Selecting material for the foundation requires good taste and good judgment.

We have twenty-four open stock patterns that meet these requirements.

Seeing samples of these will convince you.

See them.

Haviland & Abbot Company

29 Barclay Street

New York City

FINE TABLE GLASSWARE

No illustration
can do justice
to this line.
It must be seen.

A complete
assortment of
new goods.



Is always on
view at our
various
salesrooms.
It is there
for your
convenience.
Call and see
it.

THE DUNCAN & MILLER GLASS CO.

MANUFACTURERS OF FINE TABLE GLASSWARE

Washington, Pa.

SALESROOMS:

PAUL JOSEPH, 64 Park Place, New York
JOSEPH TOMKINSON, 213 Commercial
Building, Philadelphia

GREEN & THOMAS, 33 So. Charles St., Baltimore
L. A. FLETCHER, 157 Federal St., Boston
MARSH & KIDD CO., 617 Mission St., San Francisco

IT'S THE QUALITY THAT MAKES THE DIFFERENCE CENTRAL GLASS WORKS WHEELING, W. VA.

Manufacturers of LEAD
BLOWN, PRESSED AND
DRAWN STEMWARE,
BLOWN AND PRESSED
TUMBLERS, DECAN-
TERS, CARAFES, JUGS,
OILS, BLOWN TABLE-
WARE, ETC.

HOTEL, CLUB AND
CAFE GLASSWARE.



67-6 IN BLOWN COMFORT, OPTIC, ETC.

Our Specialty: DEEP
PLATE ETCHED MONO-
GRAM AND CREST
WORK. IF YOU WANT
REAL QUALITY GLASS-
WARE AT RIGHT
PRICES AND PROMPT
DELIVERIES, TRY US
AND BE CONVINCED
YOURSELVES.

New York, A. P. DOCTOR, 66 West Broadway.
Philadelphia, THOS. DOWNS, JR., 610 Denckla Building.
Baltimore, GREEN & THOMAS, 33 South Charles St.
San Francisco, HIMMELSTERN BROS., 718 Mission St.
Pittsburg, ELKINS GLASS CO., 210 Fourth Ave.

Branch
Offices

Denver, BERSBACK, MALONEY & Co., 1517 Lawrence St.
Cincinnati, THOS. M. LEWIS, 437 Main St.
St. Paul, S. R. McMASTERS, 632 Endicott Building.
Buffalo, E. S. PEASE CO., 611 Main St.
Salt Lake City, MAUS-STEWART CO., 146 Southwest Temple

POTTERY & GLASS

VOLUME IX. No. 3.

NEW YORK, SEPTEMBER, 1912.

TERMS: \$2.00 per year in advance
25 cents per copy.

Helping the Salesman Sell

HOW A WESTERN CHINA STORE INSTITUTED A CLEVER SELLING PLAN THAT PAID — ANY PROGRESSIVE MERCHANT CAN DO THE SAME AND GET SIMILAR RESULTS

JUST off the main thoroughfare of a Western city is a small store, or rather it began in a small way with one small room hardly larger than an office. But it was most tastefully furnished; woodwork, walls, ceiling and floor were harmoniously related to each other and the effect upon the visitor was favorable. The sign announced the business of home furnisher. The stock was small, being confined chiefly to well chosen china, glass, and lamps in keeping with the various rooms in the house.

The proprietor was a good salesman, was enthusiastic over his work and secured a number of orders. Within a year he had taken two adjoining rooms, had them remodeled—in reality almost rebuilt—the windows equipped for displays of hammered brass, glass and dinnerware, and quaint designs in pottery. The walls were paneled in wood, the ceiling beamed, and a wide swing seat suspended by chains from the ceiling. One side of one room was given up to a stock of tableware of extra quality and beauty of design. An original display stand made in keeping with the room displayed the china to advantage while the customers sat in the swing and leaned at ease against its cushioned back. The proprietor of that little store is making a long profit in his business simply because he has the wisdom to supplement his own knowledge and efforts with the potent aids of attractive and comforting surroundings and accessories. He is making it easy for the customer to buy.

In many cities, businesses with up-to-the-present-and-a-little-beyond brand of management have constructed in their own stores exhibit palaces, mansions, homes, suites and even a single room, the idea being to stimulate taste and larger buying, and it must be said accomplishing both. The store catering to home furnishing in all its details certainly goes far to deserving success when it offers patrons a face to face view of its own idea in home elaboration. It is a concrete exhibit in modern merchandising that should stimulate the salesman to his best endeavor. Happily there is no

limit to ingenious devices in retail selling, and it has remained for a Western firm to give the exhibition house in the store a new quirk that is an exceptionally good improvement.

The location of the in-store room was the center of the floor. The room is lighted by electricity and side lights are exclusively used. The ceiling is an illusion—there is none. The several windows are filled with double mirror plates instead of clear glass. This produces another illusion, the reflection of the room in the mirror sash seemingly adds vista and you are apparently looking into another room spacious and most appealingly furnished. The wall treatment is very tasty.

This sounds and appears to be as others have done. Patience, please, the butler approaches! This “store room” is given a more pronounced selling quality in that it is used as a climax to the salesman’s efforts rather than a forerunner. When a customer wishes to replenish his plain or fancy chinaware, or it is a young couple just setting up their Lares and Penants, the salesman shows them through the stock first. In that trip he learns, by careful questioning, the tastes and preferences of the prospective customer. He talks as well as he knows how of his goods, going into details of construction, quality, style and other details. Then he makes an appointment for a later hour, or if time is limited, the glass, china and lamps that have made the best impression are marked with a peculiar colored card. The salesman and his customer are followed by the store’s home furnisher and his assistants. The goods marked with the color card are transferred to the “room” floor. The table is set, the lamps are lit, a great many little novelties, trifling in themselves, are distributed in appropriate spots. It is fast work, but deftness, taste and much experience produces astonishing results in short time. And then the salesman appears with his customers, a young couple, or old, for that matter. The result is the same. Astonishment and delight succeed each other

and finally the husband remarks: "Well, this looks good to me," followed by the wife's prompt assent. And then the salesman quietly remarks, "I think it should look good to you. You picked it out yourself."

"Are these the goods we were looking at?"

"They certainly are," returns the salesman.

"Why, the idea," says the lady. "Well, I'm delighted," remarks the husband. "I guess we want this, don't we?" he continues.

"It's perfectly dear," is the response, and the sale is made.

The little extras range all the way from \$100 to \$1,000 more than was expected, but are seldom cut out, and they help to pay for the "house."

New Edition of "Ceramic Materials."

Every material used in the ceramic industry is carefully listed and indexed in the latest edition of "Ceramic Materials" that is being sent to the trade by The Roessler & Hasslacher Chemical Co. Their many specialties of gold, silver and platinum and various colors for decorating purposes for all kinds of clay products have been itemized and arranged making it possible to find any material in a short time. The book is handsomely bound in red morocco leather and carries extra ruled pages for notations.

Potters to Exhibit at Clay Products Exposition

THERE is every assurance that the Second Annual Clay Products Exposition, to be held in Chicago, commencing February 26 and concluding March 8, will house some attractive pottery exhibits. The management is extending every effort to bring the great pottery interests throughout the country to the show and from the responses of a number of representative companies, this important branch of clay products will be a feature of the coming exposition. Last season's success has shown the way and there is no doubt but the 1913 exposition will surpass it in every way. Twelve days instead of six, as was the case last year, have been set aside for the show during which time many new features will be shown, not only to interest the visitors but to create a demand for clay products. They are making an effort to bring a national good road congress to Chicago during the exposition, and are meeting with excellent results; the architectural end of the exposition will be given more attention than before, this year's prize bungalow being limited to a cost of \$3,500, which it is expected will bring out designs for larger and better finished homes for the modest housebuilder than last season, when the limit was set at \$3,000. Another feature offered this year will be prizes for exhibitors. One prize is to be given for the most novel display; another for the most beautiful display; one for the largest single display, and still another for the most practical display. The promoters have rented the Coliseum for a period of twenty days instead of ten, as formerly, this giving the exhibitors ample time to erect their displays, thereby eliminating the usual opening day rush of installing exhibits.

Maine Leads in Feldspar

Government reports show remarkable increase in production of this important ceramic material

THE year 1911 showed the largest production ever recorded in the feldspar industry, the output being greater by 901 tons in quantity and \$20,064 in value than that of 1907, the year of maximum production until 1911. The production in 1911, according to a report on feldspar and quartz, by Jefferson Middleton, just issued by the United States Geological Survey, was 92,700 short tons, valued at \$579,008, against 81,102 short tons, valued at \$502,452, in 1910. In 1911 deposits in California, Connecticut, Maine, Maryland, Minnesota, New York, North Carolina, Pennsylvania and Virginia were worked. Maine led all the other States in quantity produced, with 25,976 short tons; New York was second, with 18,800 short tons; Connecticut third, with 16,497 short tons; Pennsylvania fourth, with 13,284 short tons, and Maryland fifth, with 12,694 short tons.

The principal use of feldspar is in the manufacture of pottery, enamel ware, enamel brick and electrical ware. Of these the most important is its use in the body and glaze of pottery and vitrified sanitary ware, in which it constitutes from 10 to 35 per cent. Its value in pottery lies in the fact that it melts at a lower point than the other ingredients and serves as a flux, binding the clay and quartz particles together. In glazes the percentage of feldspar used is higher than in the body and runs from 30 to 50 per cent. Other uses of feldspar, which do not require the high grade demanded by the pottery trade, are in the manufacture of emery and corundum wheels, where it serves as a flux; in the manufacture of opalescent glass; as a poultry grit; as a constituent of roofing material, and as ballast. Small quantities of the purest grades of potash feldspar are used in the manufacture of artificial teeth. For this purpose it brings the highest prices—from \$6 to \$8 a barrel of 350 pounds. It is also used in the manufacture of scouring soaps and window wash. The use of feldspar of the lower grades for poultry grit, roofing, etc., seems to be on the increase, and in 1911 a small quantity was used as railroad ballast.

Railroads Grant New Freight Rates on Glass

ACTING on the application of the International and Great Northern Railway, the Texas Railroad Commission has granted special authority for the adoption of a regulation applying on common table glassware. This regulation provides that when this commodity is shipped in barrels, tierces or hogsheads, minimum weight 24,000 pounds per car, to points on the International and Great Northern and to points on the Texas and Pacific, the rate shall be 40 cents from Houston and 43 cents from Galveston. Class rates to apply when lower and class differentials to apply in making rates to points in differential territory.

The "Horse Sense" of Retail Advertising

THERE is so much bewildering t w a d d l e written about advertising that many retail dealers possessing good, sound, old-fashioned, common sense have concluded that the subject, as presented by the various "authorities," is too deep for them and they have set about solving the question according to their own understanding, which, with some is very slight.

It seems peculiar that writers who would not think of telling merchants how to conduct any other department, offer no end of advice on advertising, which in many instances is one of the most important questions with which the retailer has to deal. Men who have no experience whatever in advertising, endeavor to tell merchants just how to make publicity profitable. For a man who has not had anything to do with the actual work in advertising to endeavor to show a merchant how to spend his advertising appropriation is about as sensible as for a man who has never built a house to try to instruct as to how it should be done.

It is only after carrying out one campaign after another, watching the effects of this or that style copy, and computing the results from the expenditure that one is qualified to give good advice.

A retailer may say that, knowing his business more thoroughly, he should be better able to judge as to how it should be advertised than anyone else. But such is not the truth. It has been proved over and over again that some of the most successful business men know little or nothing about advertising, except that they appreciate its value and the necessity of having it done properly. The big concerns which expend the greatest appropriations for advertising do not attempt to make their own plans for securing publicity, but rely on the services of those who make a business of advertising, itself. Many merchants who have followed their own inclinations as regards advertising have found it a very costly lesson.

A retail dealer who has business sense enough to be the head of a successful house can, by using his brains, pick out the good suggestions offered and avoid the rot that is often published as coming from a "specialist." Some dealers seem to lose all their judgment when planning their advertising, with the result that it appeals seriously to no one and very often

MAKE YOUR ADVERTISEMENT TALK AS YOU WANT YOUR SALESMEN TO TALK AND HAVE IT APPEAR AS NEAT AND ATTRACTIVE AS YOU WOULD LIKE TO HAVE YOUR SALESMEN APPEAR.

makes the advertiser appear ridiculous.

The one thing above all others which should be kept in mind is that every advertisement ought to be a salesman. The object of

any retailer's advertising is to make sales. Keep this in mind when getting up your advertisements. Make your advertisement talk as you want your salesmen to talk to people who come to your store and have it appear as neat and attractive as you would like to have your salesmen appear. If you only keep this idea to the fore, you won't go far wrong in preparing your advertising copy. Look over some of your advertisements and see how closely you have followed this policy.

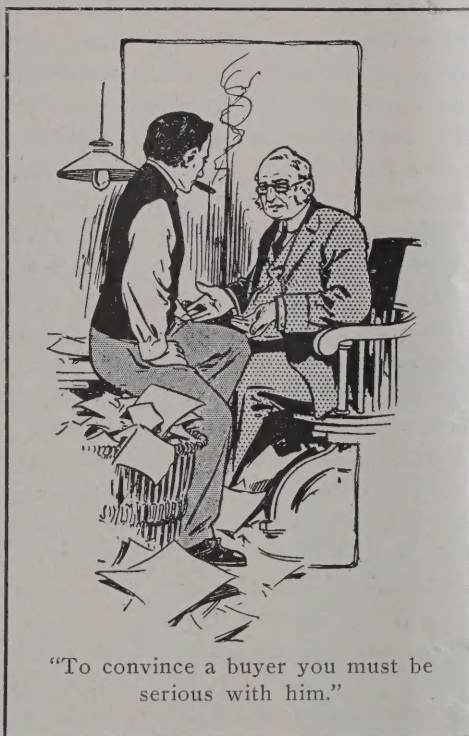
If a salesman were to say some of the things that are put in advertisements he would be placed in an insane asylum. If he were to dress as absurdly as some advertisements are dressed he would be put in the ragamuffin brigade.

Just consider the very best selling points which your most successful salesman uses in selling the articles

to be advertised and incorporate them in your advertisement. Make plain, straightforward statements regarding the article or articles advertised. Tell in concise sentences the best points you wish the prospective buyers to consider. As the space you take won't permit a long and persuasive argument in favor of the goods, care must be taken to emphasize the characteristics of the goods which are most likely to impress the buying public. A great deal may be written about the preparation of copy, but if the dealer will keep in mind the people to whom he is trying to sell and talk those things which are most likely to impress them he will not deviate much from the right path.

This is getting advertising down to a very simple basis and it really is not a complex matter

when you look at it sensibly. The trouble is that many advertisers don't seem to realize that the object of their advertising is to sell goods and they fill space they pay for with everything they can think of but convincing sales talk. It is no place to be funny in an advertisement unless you are selling a joke book. To convince a buyer you must be serious with him and you must impress the advertisement reader that you are serious in your efforts to sell your goods and that



you believe in their superiority. Make assertions that will emphasize the superiority you desire the readers of your advertising to feel.

It is a common mistake for advertisers to so overcrowd an advertisement that it is not read. If you have a long story to tell don't try to do it in a small space. Many advertisements don't bring any returns because too much is said in too small a space, while if twice the size space were used, the results would have been good. It may seem odd that the public will read a half-page advertisement containing a great number of words, but will not read the same copy if it is placed in a quarter page. This is because the advertisement in the quarter page space appears unattractive and it looks like a task to read it, while the half page allows excellent display that centers the reader's attention instead of repelling it. It is much more profitable to pay the price of the extra space for an advertisement that will be read than to pay any sum, however small, for an advertisement that will

bring no returns and decreases the prestige of the line. It has been said countless times that all advertising should be attractive. While this is so, the centering of attention of the public on your advertising space must be followed by centering interest on the goods advertised in the space. It is one thing to attract attention to an advertisement and another to attract attention to the articles advertised therein, and it may not be amiss to again call attention to the fact that you are paying your good money not to attract attention but to sell goods.

All that has been said may be classed as part of the a, b, c of advertising, but the all important part of advertising is the a, b, c of it, and it is the part that is most frequently overlooked. Many advertisers begin to learn their publicity lessons at the end of the book, rather than at the beginning, and the result is invariably disastrous. Many retailers advertise without realizing that their object is to make sales. They have not learned their advertising alphabet yet.

The Department Store in China

CHINESE FOLLOW AMERICAN IDEAS IN STORE MANAGEMENT AND WINDOW DISPLAY

MANY interesting stories have been written of the awakening of the "heathen Chinese" and that they are rapidly grasping the progressive spirit of their far western neighbors is evident by the advancement shown in the development of the retail stores throughout the empire. China with its vast population should be an ideal spot for the operation of the modern retail department store, and that this field has not been entered by some shrewd outsider is indeed surprising. However, it remains for the enterprising Chinaman to lead the way. In an interesting report to the Bureau of Manufacture, Consul General George E. Anderson gives us the details of Hongkong's two department stores, which have appealed greatly to the Chinese in that vicinity.

The two in Hongkong (Sincere & Co., Des Voeux Road, and the Wing On Co., Des Voeux Road) are organized by Chinese on American department-store principles, especially for Chinese, and dealing in both Chinese and foreign goods of all sorts. Both establishments were founded by Chinese merchants trained in Australia. The American plan is followed; and the organizations generally represent American ideas which have come from the United States in a roundabout way. These stores differ from the foreign retail "general" stores in ports of the Far East established by foreign firms from time to time, generally years ago, for retailing by foreigners all those goods which Europeans or Americans are likely to need in a foreign land. These concerns still operate successfully and are likely to continue, but they do not attempt to reach the Chinese public and while carrying many lines of goods they are not "department" stores such as these Chinese establishments profess to be.

The larger, and in most respects the more typical,

of these two establishments was founded by a company organized by two Chinese business men who had lived in Australia for many years as planters, keepers of "general" stores, and business men engaged in various other enterprises. The concern, which succeeded a small business, was organized in 1908, with \$200,000 capital (local currency), with the two organizers as managers subject to a board of eight directors. Its present financial position and growth appear from the fact that in addition to the original capital it has \$420,000 in reserve and undivided profits, having been successful from the beginning. It embraces 16 well-defined departments, viz., dry goods, boots and shoes; toys, furnishing goods and haberdashery, hardware, furniture.

The crockery and glassware come largely from Great Britain, Germany, and Japan and are confined almost exclusively to cheap goods. The stock of glassware includes all varieties of table pieces and large quantities of cheap glass vases and ornamental pieces, which are very popular with some classes of Chinese. Large quantities of cheap toilet sets and also a large line of lamps and lighting specialties, acetylene lighting systems, electric lighting novelties, and similar goods are carried. The quantity of cheap glass lamps handled is enormous in proportion to the total trade.

As a rule, goods in all departments are displayed and handled in an American rather than a Chinese way. A strong feature is made of window displays and that they are effective is indicated by the fact that often a window will be surrounded by scores of Chinese examining the goods displayed, the first introduction that many of them have to foreign goods. These two Hongkong stores are side by side.

The British Fireman

POTTERY FIREMEN SHOW THEIR ANTAGONISM TOWARD MECHANICAL DEVICES—RELY ON ANCIENT METHODS TO GAUGE THE KILN TEMPERATURE

BY T. POTTS.

MY title is a little misleading—in fact, somewhat of a misnomer. Still, it is not the ordinary common or garden fireman I wish to deal with here, but the gentleman who takes care of the firing or burning of ovens and kilns, particularly Englishmen.

Mr. Fireman is an autocrat. He is an unparalleled piece of buffoonery. Up to a short time ago he was satisfied with the methods adopted by the ancients, and his ideas were mediæval to a degree. The most annoying part of him, however, is his self-will, and his absolute disregard of any attempt on the part of his employer to suggest or provide means whereby his labors and results would be reduced to a minimum of loss. He positively thwarts any mechanical device which would enable him to gauge the correct temperature of his kilns, and his bosom swells with pride when he fishes out of his pocket some little brown rings of varying shades of color. Now, then, Mr. Fireman, I am going to tell you something which you may or may not know. The probability is that you *do* know, but your self-conceit will not permit you to admit it. There are a number of your fraternity who, through no fault of their own, have had their eyes opened, and I gave them the credit of not allowing them to close again. Under these circumstances I will allow these to pass, but I feel compelled to rub it in on some of you—in fact, the majority of you.

It is somewhat a curious thing that you are under the impression that the art of firing is one which has been handed down from generation to generation. I have heard you say that your father adopted the methods you employ, and his father before him, and what was good enough for them is good enough for you.

Quite so; but what do you think would become of the world in general if everybody thought like this? We should still be in the rut, and our methods of transit would be the old stage coach. These antiquated ideas that you think so much of, and the manner in which you *guess* when your kiln is finished firing, consist for the most part of small rings of bisque ware, which are covered with what is commonly known as Jersey Dip. You stake your reputation on these, and, although you have perhaps hundreds of dollars at your mercy in value in the kiln, you prefer to rest content that these rings will tell you when to stop firing. I would like to ask you how it is possible, should you be finishing your kiln off at night, for you to tell by the aid of an artificial light just what tint your standard requires. The potting world knows full well that as the temperature increases, the dip darkens, and

We desire to acquaint our readers with the fact that we accept no responsibility for the statements made by this contributor. Mr. Potts must bear the onus, and if he is mobbed some day we can only plead that hanging has been no warning.—Editor's Note.

I claim that it is an absolute impossibility for you or any other man to discern tints as above mentioned in other than daylight, and then your trials may have got flashed, or smoked, or sulphured, or even your liver may be out of order. Perhaps you did not know that colors altered and did not appear so bright when a man's

liver is not in good trim. Now, in the majority of cases, in the Staffordshire potteries especially, you rule the roost. You "boss" the boss, as it were. You won't listen to your master's pleadings to try a new method of recording the temperature of your kilns. No, you stick to your own opinions.

I will tell you a true story. Some little while back a prominent potter (British) called his fireman up to the office. He said to him: "John, I have spent a large sum of money in getting a very wonderful machine for you to help you with your firing. It is quite simple to manipulate; in fact, you don't have to touch it at all, you only have to watch it. As the heat in your kiln increases the finger on the clock face will revolve, and you must so regulate your coal supply as to make a gradual rise until you get to this point here, when you must hold it at that heat for a period

which you will gather from experience, and you can compare the results with your own trials." The fireman sniffed, and replied:

"Have you got any complaints to make of the manner in which I have been bringing out your ware?"

"On the contrary, I have nothing but praise for you, John," said the master.

"But I want a record for myself; I want to see the proportion of coals that we are using for each kiln, and should you meet with an accident or be taken ill I must be prepared." "Then as soon as you have found out what you want to know I suppose you will 'sack' me?" was the quaint rejoinder. "Not at all, my good man," said his employer. "I want to keep you, and *will* keep you as long as you do your duty.



Vase from the new line of Levine Cut Glass Co.

Now, then, put this in your next kiln, and do it for my record. Please yourself whether you watch it or not."

The master knew the man's weakness. He was quite sure his curiosity would make him look at it. However, the man took it away and did as he was requested. The same night, as he was firing up, he went to look at the clock face, and found the finger steadily mounting up.

So, for experiment sake, he stopped firing for a while, and the finger began to steadily drop. "Hello!" he ejaculated. "I'm not going to have this telltale giving the show away." And with this he opened the glass face (purposely left unlocked by the master) and unscrewed the finger, replacing it about five hours afterwards. Here he reckoned without his host. Next morning he was asked again into the office. The following dialogue took place:

"Well, John, did you watch the instrument?"

"Yes, sir."

"Did you notice anything peculiar about it?"

"Nothing particular, sir."

"Did you touch it at all?"

"Oh, no, sir."

"You are sure of that?"

"Quite sure."

"Then should you be surprised to learn that at 11.30 last night you took the finger from the clock face and replaced it at 5 this morning?"

"Why, master, who told you?"

"Never mind about that, but just go to Mr. Jones, tell him to give you a week's wages, and get out of here. I'll only have men who do as I want them."

"All right, and very pleased I shall be to go, as I won't stop at any place where they try to fire by b— witchcraft."

I have dropped across members of your profession who have made the miserable excuses that it spoiled your eyesight to look through your trial hole to see the condition of your master's trials. I have known men to drop their testing rod on flat recording bars to make them bend further than they ought to do.

Let it be said to their credit that some of you are above this kind of business, and are ready to take up any help that their employers see fit to provide for them. To the remainder of you let me say this: You have the Cone, the Pyrometer, the Thermoscope and lots of other means which will help you in your firing. Use your Jersey Dip if you will, but come off that perch which you are standing on and put another kind of trial along with it, so that should one fail, you have the other to rely upon, and so save your employer the expense of having any seconds or bad ware, which will mean a larger pay sheet for you.

In conclusion, I would like it to be understood that it is principally the British potter or fireman that I am anxious to convert. He is the greatest sinner in this respect, and it is he who needs to reform.

Leading dealers everywhere read Pottery and Glass.

Advertising an Entering Wedge

Introduces the traveller and in many instances greatly influences the sale

"I EMPLOY salesmen to sell my goods, so I don't see any reason why I should advertise," is a statement that is a prime favorite with some of the uninformed. It would be just as sensible for them to say, "I employ one salesman to sell my goods, so I don't see why I should engage two or three." Perhaps if the salesmen themselves were consulted they could show their employers the foolishness of such an assertion. No one knows better the value of advertising than the men who solicit business for manufacturers and wholesalers. They know the wonderful influence that it has with retailers, and they appreciate the impression advertising makes on the houses from which they endeavor to get orders. There is nothing else yet to come to light that is such an important aid to the salesman as the right kind of publicity. The retailer who has been reading the advertisements of a manufacturer becomes acquainted with that manufacturer's name, with his goods and with many of the very details which the salesmen use as selling points. The advertising furnishes an excellent introduction for the salesman and it talks to the retailer when the salesman is hundreds of miles away. It keeps the merits of the manufacturer's product before the dealers at a time when his competitor's representative is making personal solicitation. Any one who says that he doesn't advertise because he has salesmen to sell had better have a confidential talk with the salesmen and find out what they think about it. The salesman knows that he calls many times without getting an audience, and knows, too, that many audiences he gets with the buyers are very cold and unproductive and given only through courtesy. The salesman knows that the representatives of the houses which advertise have the preference over others, and he knows that in many cases the advertising makes the sale and leaves only the closing of an order for him. Every good advertisement is a salesman and the more business a firm wants the more salesmen it should have. Advertising and salesmen go hand in hand. Advertising does or should do exactly the same duties as the man who travels from place to place and calls on the dealers. The advertising can make the same arguments that the manufacturer wishes his representative to use with the dealer. It is a great mistake to presume that salesmen take the place of advertising. It would be just as sensible to believe that one salesman fills the place of five or that advertising can take the place of salesmen. They both are interdependent and each assists in the work of the other, and together they form an ideal selling combination that the newest business houses recognize and only the inexperienced question.

How the Trade Journal Helps You

I HAVE known merchants whose bank accounts were badly affected by some such apparently unimportant thing as loafing, poor floors, imperfect ventilation or dim light. The little things are what makes up the day's work and the little sales make up the big trade. The average sales of any merchant are moderately small. In some lines they average very small. Nothing is too petty for careful consideration between merchants and their trade paper. Don't be afraid to write to the editor about your little troubles.

There is a part of the trade paper that the merchants regard sometimes as merely incidental. I refer to the advertising pages. It has come to be pretty well understood that the average popular magazine could not exist without its advertising pages, that it costs more to get it out than the subscription receipts amount to. This is also true of the trade paper. There is no good trade paper that can maintain an existence on a basis of the subscription receipts alone. That means that if the publishers are to make any money it must come from the advertising pages.

The advertising pages are a necessity to the journal but they are even more so to the merchant reader. They are of the highest value to him, and the man who does not go through them with as much care as he gives to the reading matter is sure to lose endless opportunities.

A good many dealers do not have a chance to get to the markets. They work along year after year in a rut because they do not get those outside trips that would open their eyes. The advertising pages of a good trade paper bring the markets to the reader. One of the popular magazines calls its advertising section the "Marketplace of the World." The advertis-

AN INTERESTING AND INSTRUCTIVE ARTICLE THAT IS WORTH THE PERUSAL OF EVERY UP-TO-DATE DEALER—*Continued from the August Issue.*

BY FRANK FARRINGTON.

(Author of "Talks by the Old Storekeeper," "Retail Advertising—Complete," Etc., Etc.)

are eliminated just as in the high class general magazines. In those pages the live wires of the mercantile world are showing their best goods and calling attention to their newest offers. Of course there are a good many poor advertisements that do not mean much, but it is worth the dealer's while to find out what every advertisement means and what it has to offer. In this way he will be able to secure many a fast selling article well in advance of the time his jobber would show it to him.

When a reader is answering the advertisements he should be careful that every inquiry he sends in mentions the place where the advertisement was seen that produced it.

Of course there is nothing obligatory about this, but it is so easily done that as a matter of courtesy to the journal and to the advertiser it should not be omitted.

A good many merchants taking one or two trade papers think that they are well provided even though but a single line of goods is covered. I believe in a merchant having a journal for each line of goods that he sells, even for the less important lines.

This is the way to develop these lines. If a man is going to sell goods intelligently he must have the current literature about them, otherwise he will fall short of success. A man must know what is doing in the outside world in all of his lines of goods. He must keep up with the times.

Don't depend upon being a good fellow and successful mixer to build up your business unless you are satisfied with a one-horse business. Those things help, but they can't build big.

ing pages of the trade paper are the marketplace of the merchants in that trade.

Those pages are carefully edited and fraudulent concerns



A striking modern German advertisement, a style of illustrating used in many foreign trade papers.

Among the Potteries

Oakland, Cal.—The contract for the third pottery plant to be located at Oakland has just been awarded and the work of construction is now well under way. This building will be known as the main plant of the new Pacific Sanitary Manufacturing Co., of West Richmond, and will cover a space 600x175 feet, costing in the neighborhood of \$25,000. This plant is to manufacture hotel chinaware and earthenware, bathtubs, stationary washstands and other similar articles on a large scale. The company is financed by the same interests which control the Pacific Porcelain Ware Company here, which is the most successful and largest factory of the kind west of New Jersey and has been employing 200 men here for over a year past.

Winfield, Tex.—The Winfield Pottery Company has been granted articles of incorporation and will locate at Winfield, Titus County. The new company is capitalized at \$30,000 and its incorporators are: P. E. Miller, A. N. Holmes and J. C. Glass.

New Castle, Pa.—The consolidation of the Shenango China Company and the New Castle China Co., forms the largest producer of vitreous hotel and restaurant pottery in the United States. The trade is confined to this and only four other potteries making this class of ware, the first of which was made at Greenswoods, Trenton, N. J. The five plants in this country are scattered about, that of the Warwick China Co., Wheeling, W. Va., being the nearest to the Ohio pottery centre.

Ford City, Pa.—The Pennsylvania China Company, which was formerly under the management of Charles Howell Cook, of Trenton, N. J., will, it is reported, soon start operations at its plant at Kittanning, Pa., which is a neighboring township to Ford City. The Kittanning property has been inactive for a number of months, the business of the company having been taken care of at the Ford City plant. James Hill, of the Colonial Trust Company, of Pittsburgh, Pa., is president of the Pennsylvania China Company, while his assistant is C. L. Gray, formerly credit man for the Goodwin Pottery Company, at East Liverpool, O. The business men of Kittanning, as well as a large part of the population, have been hard hit by the closing of the plant and welcome the news of a revival of the business.

Scio, O.—Reports in reference to the establishment of a pottery here are current. The company promoting the construction and operation of the plant, it is understood, will furnish \$25,000, while the residents of Scio have already raised \$12,000 of a \$25,000 fund. As yet the promoters of the industry have not been publicly announced.

Paris, Tenn.—A recently organized company has purchased a 100 acre tract of land near this city and will commence at once the erection of a pottery plant. The land was secured for a consideration of \$10,000 by W. J. Chipman, of Owensboro, Ky., and W. E. McCullough, of New Albany, Ind. A stock company has been organized and considerable local capital has been subscribed for the enterprise, the majority of stock, it is stated, being held by the two men mentioned above. The plant adjoins the Nashville, Chattanooga and St. Louis Railway, providing excellent shipping facilities for the finished product. The company will start with a force of about one hundred.

East Liverpool, O.—The Chamber of Commerce is endeavoring to interest a number of sanitary potters with a view of establishing a plant in this district, an alarming number of pressers having left the district for sanitary plants throughout the country. The fact that there are a number of idle potteries in the city that could be secured at a reasonable price will no doubt help to bring this branch of the pottery industry to East Liverpool.

Pittsburgh, Pa.—The Milliken Schenck China Company applied to the governor of the state on August 19 for a charter. The object of the company is to deal in all kinds of household ware and equipment. The incorporators are F. M. Milliken, F. E. Schenck, F. G. Schenck, Walter B. Demmler and A. W. Schenck.

Royalty Turns Potter in Spare Moments.

NOT a few of the rulers in the Old World are prosperous business men. The most conspicuous example is the Kaiser, who includes among his interests a porcelain factory, the general conduct of which is based upon rules and regulations laid down by the emperor himself. Indeed, it is said, the emperor is not above engaging employees himself, adjusting their wages, and even designing certain of the wares turned out. Emperor William is a model employer, anxious as to the comfort of his men, who have been provided with cottages and pensions and given a share in the profits, which are reported to approximate \$50,000 a year. It is a matter of common knowledge that the Prince of Lippe-Detmold is a dealer in butter and eggs, while he has as a side line a busy brick factory that adds materially to his income.

Franz-Josef, the emperor of Austria-Hungary, like the Kaiser, operated a china factory. This establishment, situated near the Austrian capital, is said to employ more than a thousand skilled workmen.



Notes About New Firms Entering the Pottery and Glass Field and Changes in Old Concerns

ALTHOUGH within twenty miles of the second largest city in the world, Newark, N. J., retailers have educated the citizens of their city and surrounding towns to "buy in Newark," and as a result of this home patronage several large department stores grace its broad thoroughfares. The latest modern structure be erected was the new store of L. Bamberger & Co., at the corner of Washington and Market streets. Every facility for the showing and selling of merchandise has been installed, the equipment being the last word in department store retailing. As in the past, Mr. Benedikt will buy and manage the china, glassware and housefurnishing departments, the firm having made elaborate plans to make the new store an even greater shopping center than the old one. Newark people talk with pride of the advantages of "shopping in Newark."

The Canadian Syndicate has obtained control of the store of Weiler Brothers, Victoria, B. C., and the firm will hereafter carry the additional word "Ltd." to their firm name. Although owned by the Syndicate, they will continue as an independent concern, buying their own goods as heretofore and conducting the business in the same manner as they have in the past.

A line of crockery and glassware will be carried in the future by T. M. Williamson, Jewell City, Kansas, who recently bought out the interests of W. C. McClung.

Oceanside, California, is anxiously awaiting the completion of the large store being erected for J. E. Jones, who, if present building plans do not miscarry, will occupy the new building early in October. A line of china, pottery and glassware will be carried.

The gradual shifting of the retail shopping center—a movement which almost every city in time experiences—has necessitated the Mellon & Hewes Company, of Hartford, Connecticut, situated for the past twenty-five years at 725 Main street, moving their establishment to more centrally located quarters at 26-28 Church street, conceded the heart of the new

retail district. The interior arrangements are thoroughly modern, the fixtures and furniture being of mahogany.

Announcement, from out of the West, has it that Chicago is to have another department store. Particulars are vague, but from the facts available the premises at 1347-49 Milwaukee Avenue have been leased for a term of fifteen and a-half years by Simon Arkin, whose intention it is to establish an up-to-date department store.

Unfortunate business reverses have forced James A. Anderson, proprietor of a variety store at Lynn, Mass., to file a voluntary petition in bankruptcy in the United States Court. The petition was filed August 13 last. The liabilities were said to have been \$1,185, and assets \$659.

The troubles of those connected with the defunct Utica Crockery Co., continue to grow; C. L. Jones, as referee, in the action brought by Frederick H. Hazard as trustee in bankruptcy of the Utica Crockery Co., against Rosell E. Wight, the former president of the company, finds for the plaintiff in his report, which has been filed. The referee says the plaintiff is entitled to judgment in the sum of \$4,296.07 with costs.

B. Nugent & Co., St. Louis, Mo., will enter the china and glassware field this month, having completed arrangements for the opening of this department in the building at the corner of Broadway and St. Charles street, directly opposite the main store. The new building is to be given over to housefurnishings, and the china, glassware and kindred lines will be shown on the first floor. E. D. Bartholomew, formerly with the William Hengerer Co., Buffalo, N. Y., Simmons Hardware Co., and the Grand-Leader Store, St. Louis, will have charge of the buying and the management of the department.

The Mills Co. have opened a wholesale and retail business in Chattanooga, Tenn., carrying crockery, glass and queensware. It is stated that the company is capitalized at \$50,000.

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
Amalgamated April, 1905.
POTTERY AND GLASS, Founded 1908.
Amalgamated April, 1909.
REG. U. S. PATENT OFFICE

PUBLISHED ON THE FIFTEENTH OF EACH MONTH BY

HUOTT PUBLISHING COMPANY
395 FOURTH AVENUE, COR. 28th ST., NEW YORK

THOMAS A. CAWTHRA *President and Treasurer*
EDMOND J. HUOTT *Vice-President*
FRANK F. LYONS *Secretary*

DEVOTED TO THE INTERESTS OF THE POTTERY, GLASS, LAMP, ART
METAL AND ALLIED INDUSTRIES

T. A. CAWTHRA *Managing Editor*
PROF. CHARLES F. BINNS *Technical Editor*
THIS MAGAZINE IS A MEMBER OF THE AMERICAN TRADE PRESS ASSOCIATION

BRITISH REPRESENTATIVE
Bertrand Rhead, 50 Pall Mall, Hanley, Stoke-on-Trent

SUBSCRIPTION RATES: UNITED STATES, \$2.00 PER YEAR. ALL OTHER
COUNTRIES, INCLUDING CANADA, \$2.50 PER YEAR

Change of copy and instructions regarding advertisements appearing in
the magazine must reach this office not later than the 5th of the month,
as the first forms are sent to press on that date.

Entered at the New York (N. Y.) Post Office as Second Class Matter.

Vol. IX SEPTEMBER, 1912 No. 3

THE PARCELS POST is at last a law; but we had to wait a long time for it. And the great question, now that we have got it, is, what will we do with it?

The law itself is not radical, but in the hands of a knowing public, and a wise and commercial interest its results and workings may be radical. Briefly, it is this: Any article of merchandise (with possibly one or two exceptions, to be made public by the post office classification) not weighing over eleven pounds or measuring more than seventy-two inches in combined length and width, will be accepted by the government for transportation through the mails; methods of packing will be prescribed by the department and postage will be affixed on all packages by means of distinctive stamps. Provisions will be made for collections on C. O. D. articles, and some form of identification for the lost or damaged packages will be determined. The cost of transportation will be regulated by the zone system, and varies with distance as follows:

	First Pound.	Each Add. Pound.	Eleven Pounds.
Rural route and city delivery	.05	.01	.15
50 mile zone.....	.05	.03	.35
150 mile zone.....	.06	.04	.46
300 mile zone.....	.07	.05	.57
600 mile zone.....	.08	.06	.68
1000 mile zone.....	.09	.07	.79
1400 mile zone.....	.10	.09	1.00
1800 mile zone.....	.11	.10	1.11
Over 1800 miles.....	.12	.12	1.32

So much for the mere law, says the government, and "after the deluge." For it is quite certain that

there will arise many contentions over the law between the large and small merchants and between the various common carriers of the country.

The local retail merchants in small towns will most obviously cry out that they will lose much of their trade to the big department stores through the ease and cheapness of transportation. This is a doubly erroneous contention. In the first place, the local merchant will always get the bulk of the trade of his locality in staples, and whatever money goes to the out-of-town stores will be for various kinds of luxuries which are asked for so seldom that it would be foolish for any local merchant to tie his money up in any stock of them. Secondly, any effort on the part of the mail order stores to get local centres into the habit of buying will work advantageously for all, for it will mean, naturally, the circulation of more money. It might also be stated that the local merchant can compete easily with the mail order house in service, in personality, in price, when the cost of an article from the mail order house is considered plus the total cost of postage both ways, and in the very important factor of time, for if he watches his stock carefully, he can always be "Johnny on the spot."

The mail order houses and large department stores will without a doubt get increased business through the workings of the parcels post, for they will furnish a market to those many outlying sections of the country where the habits of the community have run to the hoarding of money because of no chance to spend it satisfactorily.

About the contentions of the private corporations of common carriers, no one really cares, outside of the corporations themselves. They have too long grown fat upon the spoils of the public, and it is not to be regretted that their era of undue prosperity is on the eve of closing. The one change that can happen to their system of taxation will be brought about by the workings of competition, for it is natural to suppose that they will be forced to lower their charges to meet those classified by the government. And of this none will be sorry.

Now that we are to have a parcels post, therefore, let us all use it aright.

Mark Twain on Advertising

"IT pays to advertise," said Mark Twain at an advertisement writers' banquet. "When I was editing the Virginia City *Enterprise*, writing copy one day and mining the next, I tried to force this truth in many ways.

"A superstitious subscriber once wrote and said he had found a spider in his paper. Was this good or bad luck? I replied to him in our 'Answers to Correspondents' column as follows:

"'Old Subscriber—The finding of a spider in your copy of the *Enterprise* was neither good luck nor bad. The spider was merely looking over our pages to find out what merchant was not advertising, so that it could spin its web across his door and lead a free and undisturbed existence forever after.'"

Practical Science Department

Edited By Prof. Charles F. Binns

NOTES ON THE CHROMIUM RED GLAZE

BY C. E. RAMSDEN.

(This article is reprinted by special permission from Volume XI of the transactions of the English Ceramic Society)

10.—The Dull or Scummed Surface of the Crimson Glaze.

The segregation which appears on the surface of most chromium crimson glazes during firing may be produced by incomplete calcination of the pink color, by low acidity of the glaze, and by excess of lead chromate. There are doubtless other causes, among which, perhaps, is the condensation of chromium volatilized from the glaze. It cannot usually be cured by further grinding and washing. If the amount of stain in the glaze is reduced the scum may be broken up into patches and thus look more unsightly. According to Rodgers and Mellor (*ibid.*, p. 67) the addition of zinc chromate improves the brightness of the glaze surface. The writer's experiments on this point are not yet finished, but as far as they have gone they indicate that an equivalent quantity of zinc oxide gives the same result. Of course, the chromium added in the form of zinc chromate makes the tint slightly yellower. The amount of zinc chromate which can be added to the crimson glaze is very small. One per cent. makes it quite brown, while 3 per cent. nearly destroys the pink color.

Zinc oxide may be added to the crimson-chromium glaze up to about 3 per cent., and perhaps increases its brilliancy; but 6 per cent. clouds the glaze and practically destroys the color, which may be partly restored by the addition of silica.

11.—The Tendency of Red Glazes to Become Violet.

The crimson glaze readily acquires a purple or violet shade which is not pleasing to the eye. It may be brought about by firing at too high a temperature, say greater than $1,050^{\circ}$, by cooling too slowly, by excess of alkalis, boric acid, or silica, by too much chrome-tin-calcium stain, and is generally accompanied by decreased transparency. A small quantity of chromate, by increasing the chromium dissolved by the glaze intensifies the yellow glass in which the red colored particles are suspended, so that the violet tint is "neutralized." Lead chromate, being insoluble in water, is convenient to use, and is perhaps stronger in its effect than zinc chromate. Barium chromate has the same influence on the tint of the glaze as PbCrO_4 . An equivalent quantity of lead does not give the same result. The writer has noticed that unwashed stains, or those made with a large quantity of chromium, have the same influence on the tint of the glaze as lead chromate.

(Received September 23d, Read September 23, 1911.)

Discussion.

Mr. W. JACKSON:—I recollect making a series of

experiments some years ago along with Mr. Jones, and which covers part of the paper. These experiments were made in the attempt to develop crimson glaze from the raw materials, but the best we ever got was a glaze just flashed with red here and there. We never got anything more satisfactory in attempting to produce a crimson glaze from the raw materials.

Dr. J. W. MELLOR:—Mr. Ramsden referred in his paper to Mr. Rodgers and myself. I am sorry Mr. Rodgers is not here, for he would have been able to reply much more eloquently than myself. If I remember rightly, we stated less than 1 per cent. of zinc oxide improved our samples. If much more be present the purity of the color was disturbed. There is a very interesting point about chrome-tin-glazes. I suppose those of you who have to deal with them have noticed that they are very liable to "scumming," *i. e.*, the formation of a dulled surface during firing. It is generally supposed, I believe, that it is due to the presence of sulphurous gases in the kiln, and in the absence of anything to the contrary I take that to be the best explanation available, but I do not think that is all the story. We know that stannic oxide, although very sparingly soluble when present in the form of SnO_2 , is comparatively soluble when present as SnO . There is just a possibility that in the early stages of the firing of the kiln there may be some condition by which some of the SnO_2 is reduced to SnO , and in that case the stannous oxide, SnO , will be dissolved by the glaze. Afterwards, towards the conclusion of the firing, when oxidizing conditions prevail, it is possible and probable that a very thin film of SnO_2 separates on the exposed surface, so that the film is not necessarily due to sulphur, but rather due to the natural behavior of the tin under the conditions I have just mentioned. This deduction must be tested experimentally, though no one will deny the facts upon which the conclusion rests. We are sure that "one" importance cause of scumming in glost ovens is due to a film of sulphate formed on the surface of the glaze,—see an earlier paper in the *Transactions*. In the present case it is assumed that we have a film of stannic oxide separating on the surface of the glaze by contact, with the normal oxidizing atmosphere of the kiln towards the end of the firing. There are two obvious stages in the firing which require special attention if this hypothesis be true; (1) prevent reduction in the earlier stages, or (2) prevent oxidation in the later stages. The former, perhaps, would be easier to regulate in practice.

Among the Glass Houses

BEING A PAGE OF SHORT NOTES OF BUSINESS AFFAIRS IN DIFFERENT FACTORIES

Williamstown, W. Va.—With the completion of their new concrete building, the Fenton Art Glass Co., of this city, will install a number of frames and commence the manufacture of cut glass. The plant, which is one of the city's largest and most important industrial enterprises, has been in operation for the past ten years and the company believe the cutting department will be the same gratifying success as the main plant.

Martins Ferry, O.—The Haskins Glass Company has joined the ranks of decorated ware manufacturers, having just completed their decorating lehr and building.

Follansbee, W. Va.—H. A. Schnellbach has gone to Toronto, Canada, to assume the general supervision of the Jefferson Glass Co. Ltd., formerly known to the trade as the Independent Glass Co. The plant will manufacture the same general lines of ware manufactured at Follansbee. They expect to have the new plant in operation before October 1. J. G. Schnellbach and C. H. Blumenauer will direct affairs at the main plant.

Scranton, Pa.—The Wickham-Hughes Company have added another addition to their rapidly growing cut glass plant in this city. Starting in business a few years ago with one employee the business of the firm has gradually extended and at the present time a force of twenty-eight is kept continually employed. The addition, which is the second to be made in a short time, will double the size of the plant.

Toledo, Ohio.—Realty advices state that the Libby Cut Glass Co., of this city have purchased the former factory of the American Can Company, which adjoins the Libby property. No direct announcement of the company's plans have been made, but it is understood that it is not their intention to utilize the property at the present time, but the rapidly increasing business of the company will eventually necessitate expansion and the property will then be occupied.

Columbus, O.—Articles of incorporation were recently filed and a charter granted to The W. R. Jones Co., which proposes to manufacture and deal in glassware. The company is capitalized at \$100,000 and its incorporators are: W. A. Jones, J. G. Sayre, C. M. Kling, R. J. Odell and J. C. Burns.

Hawley, Pa.—The Wangum Cut Glass Co. is now employing a force of sixty cutters and are located in larger quarters, into which the plant was recently moved.

Pittsburgh, Pa.—The Hotel Henry was the headquarters of the visiting manufacturers of opalescent glassware who met in this city for the purpose of dis-

cussing general trade conditions and taking steps to bring about an improvement in a business way. It is expected that the manufacturers will hold another meeting in the near future when the matters under discussion will be finally adjusted.

Brookville, Pa.—A syndicate of Clarion, Pa., business men have assumed control of the Pearl Glass Co., and contemplate putting the plant in full operation early in the fall.

Charleston, W. Va.—The Kanawha Glass Co., has been incorporated with a capital stock of \$75,000. The incorporators are L. H. Harrison and J. D. Pribbie, of Charleston; E. L. Michie and Harold P. Tompkins, of Cedar Grove, W. Va., and E. E. Fisher of Wilcox, Pa.

Dayton, O.—The Scheuing & Marquis Art Glass Co., of this city, has made an assignment in favor of P. N. Sigler and he has been authorized to sell the property at private sale. Assets are said to be \$800 and liabilities \$1,163.

Buffalo, N. Y.—The B. & I. Art Glass Co., of this city, has filed articles of incorporation with the Secretary of State. The capital of the concern is \$3,000. The directors are George A. Buckland and V. P. Kinne, of Buffalo, and Fred G. Post of Kenmore, N. Y.

European Call for American Iridescent Glass.

A CAREFUL perusal of the trade opportunities offered through the Daily Consular Trade Reports shows that there are numerous inquiries for American pottery and glassware. The following may be of benefit in establishing profitable trade relations with Europe: An agent with large experience in the glassware line in a European country has informed an American consulate that he is anxious to form business connections with American exporters of vases and bowls of iridescent glass. Correspondence with this person should be in German, if possible. Address Bureau of Manufactures, No. 9327.

Rich Deposits of Glass Sand Found in Oklahoma.

OKLAHOMA bids fair to become one of the leading glass-producing States in the Union, according to the report of the State Geological Survey, Dr. D. W. Ohern stating that many valuable deposits of glass sand had been located throughout the State in inexhaustible quantities, and the analyses had shown it to be the equal and in many cases of better quality than the Missouri sand now used in Oklahoma glass plants. All sand used here is brought from Missouri and should they be able to obtain the raw material in the State the glass industry will be of greater value to Oklahoma, and every inducement will be made in order to get the plants to change their source of supply.



Business and Personal Items About Prominent People in Different Branches of the Trade

E. D. BARTHOLOMEW, who is opening up the new china and glassware department for B. Nugent & Co., St. Louis, Mo., was at one time with the Grand-Leader store, St. Louis, previous to his connections with the Simmons Hardware Company and the William Hengerer Co., Buffalo, N. Y., leaving the last-named to accept the buyership and management of the Nugent department.

J. A. Nixon, formerly in charge of the United States Glass Co.'s Trenton, N. J., office, has been transferred to take charge of the New York office. J. A. Hemple is in charge at Trenton.

After a short stay in the west, Harry J. Moscovitz resigned his position with Davidson Bros., Sioux City, Iowa, and returned to New York to assume the management of the china, glass and lamp department of Simpson, Crawford & Co., where he was formerly assistant to A. J. Schniagl. The latter severed his connections last month.

The Pennsylvania China Co., Ford City, Pa., have engaged W. L. Woodward to represent their lines throughout the New England states and other eastern points. Mr. Woodward was for many years a traveling salesman for the Warwick China Co., Wheeling, W. Va.

S. P. Kenny, formerly a traveling salesman for the Economy Tumbler Co., Morgantown, W. Va., has engaged with the Cambridge Glass Co., Cambridge, Ohio, in an executive capacity.

Charles Howell Cook, of Trenton, N. J., has been mentioned as a candidate for Congress on the Republican ticket. Mr. Cook, who is owner of a number of potteries throughout the country, is in a receptive mood, and would make an excellent candidate. This is his first venture of any kind in a political way.

F. L. Morecroft, representing the Ideal Cut Glass Co., of Syracuse, N. Y., was at the New Grand Hotel, New York, showing many new designs in their popular diamond cut floral patterns.

H. Benedikt, the china and glass representative, is again back at his desk following a five weeks' vacation spent abroad. The return trip was made on the "S. S. Kronprinz Wilhelm" arriving in New York Tuesday, September 10. While abroad Mr. Benedikt visited

Antwerp, Brussels, Amsterdam, Paris and London; The Hague being a point of special interest.

John N. Elling, of Corning, N. Y., stopped off at the showrooms of W. H. Upham, New York, after an extended trip through Pennsylvania. He reported a brisk business both on the road and while at the showrooms.

E. Torlotting, the New York representative of the St. Louis Crystal Glass Co., returned from his annual visit to the factory the latter part of August on the steamship Lorraine. He reports some exceedingly good samples in rock crystal have been added to the line.

James B. Boote and Harry Seixas, with Edward Boote, returned from their trip abroad last week on the steamship Mauretania.

Ira Jones & Co., Chicago, Ill., have been appointed selling agents for the Milligan Bros. Pottery Co., Crooksville, Ohio.

H. P. Megahan is now managing and buying for the "Famous" store, at Braddock, Pa. He was formerly manager of the Keech & Pickering store glass and pottery departments, and later with the Kauffman Store, Pittsburgh.

John J. Hines, of Blakeman & Henderson, will sail for home this week and is due to arrive on the steamship La Savoie, Saturday, Sept. 21. Mr. Hines is bringing with him a number of new designs in Limoges china, the bulk of the new line coming over later.

C. W. Hoffman, buyer for the lamp department of Jno. Wanamaker, has returned from his trip abroad. Needless to say, Mr. Hoffman will show all the innovations in lamps during the coming season. As is usually the case with the Wanamaker department they have had a very brisk August and early September business.

G. H. Mueller, with Fensterer & Ruhe, New York, is again at his desk and enthusiastic over the fall line of novelties and china he has selected. Mr. Mueller spent the past three months in Europe visiting the pottery centres of England, France and Germany and returned early in September on the "S. S. Noordam."

E. R. Thieler, the American representative of Villeroy & Boch, has taken to the road and is showing the advance samples of Mettlach inlaid stoneware.

G. Turchin, of the Turchin Brass Co., New York, has just returned from a profitable trip to The Hub and is now on a visit to Philadelphia.

Lamps, Lighting Fixtures, Shades and Art Metal

WITH the field for oil lamps gradually decreasing, due to the many uses of gas and electricity for lighting purposes, manufacturers are paying more attention to the possibilities of the newer field. Still, there is a good market for the oil lamp in country districts and even in the larger cities the resplendent parlor lamp once found in every home is in great demand among the foreign population. New England with its industrial centres is still a fertile field, almost every retail store of any size carrying a well stocked table of oil burners. Even though the trade has declined there has been no let-up in the advance of the oil lamp. Modern machinery has tended to greatly decrease its cost of production and selling, but the same decorative features of the portable and dome have been applied and to-day it is possible to find remarkable examples of the designer's skill, unthought of in the trade's palmiest days, and at prices that place them within the reach of almost every householder. The oil lamp will continue to exist for many years, the narrowing field offering less competition and more sales of remaining manufacturers.

* * *

The hand decorated bases and shades in woodland and rural designs on an ivory tinted glass ground of the Consolidated Lamp & Glass Co., have proved remarkably successful this season and from a decorative standpoint are all that could be desired. Many of the lamps, which are fitted for oil, gas or electricity, are further ornamented with a beaded fringe in harmonizing colors, giving the Consolidated line an individuality of its own. At the New York office of this concern they are showing a wide range of Cora glass shades in any number of shapes and sizes for gas or electric lighting, as well as over a hundred new designs and shapes in popular priced goods.

* * *

Malone & Nicholson, New York, have secured the agency for the Lynne Lamp, a product of the Beers Sales Company, of Bridgeport, Conn. This lamp which is constructed on scientific principles is equally useful in the office or home and consists of a parabolic reflector and adjustable revolving shade which confines the light to the object to be illuminated, and perfectly protects the eyes from all strain and glare. The lamp

comes in a number of finishes including full brush brass, nickel and oxidized copper.

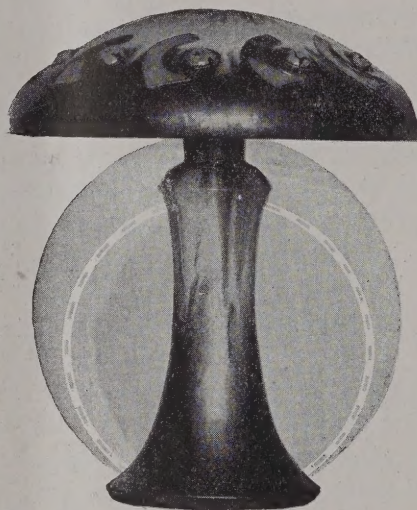
* * *

A line of electric portables, domes and showers is now being shown by Solomon & Cross; the sample line displayed at their showroom in the Crockery Exchange consisting of a number of showers in art glass and brass combinations, with three, four and five pendent lights, the dish being of brass and the whole suspended on heavy brass chains. In portables many designs in leaded glass with a floral border are shown. The line meets the demand for popular priced goods.

* * *

Dealers in search of special values are offered some unusual opportunities for \$9.98 sales by the Beautility Art Co., Inc., 179 Wooster Street, New York, their special six lamp assortments comprising exceptional values for quality goods. Their offer which is made as an introductory enables the retailer to get the greatest returns from his expenditure and at the same time continue the high class prestige of his store; the Beautility Art line catering to the high class trade throughout the country.

* * *



Vase Kraft portable from the Fulper Pottery Co.'s line

One of the busiest booths at the recent Housefurnishing Show was that of the Pittsburgh Lamp, Brass and Glass Co., the Pilabrago line shown having some item of interest to nearly every visiting buyer. In this season's productions they have paid particular attention to the harmonious relation of the various parts of the goods, this company being one of the few who construct their lamps entirely, both the brasswork and glassware being manufactured and finished in their own factories.

* * *

The Crown Novelty Company, 46 West Broadway, New York, have compiled their fall catalogue of lamps and are now sending it to the trade. The booklet contains thirty-two half tone illustrations with descriptive text, covering their entire line of gas and electric portables, domes and cluster lights for decorative centerpieces.

* * *

The Empire Cut Glass Co., of Flemington, N. J., are preparing an attractive 26-page catalogue, showing their new cuttings and shapes, which will be ready for distribution among the trade in a few days.

In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them

This department is designed to give a brief account of some of the latest things that make their appearance in the pottery, glass, lamp and art metal markets, and where they may be obtained. For the busy buyer and retailer this information is especially worthy of perusal as one suggestion from the entire list may open a source of profitable business to him. New designs in cut glass, new shapes in china and pottery, perfections and improvements in standard goods, interesting treatments in brass ware, and the latest styles in lamps, will be featured as far as practical, and those wares that are running popular in certain parts of the country will be given mention. If any of our readers want to know further about any style of goods described in these columns we will be glad to advise them to the best of our ability.

The cut glass manufacturing centre of Brooklyn offers many opportunities to the visiting buyer. The latest designs and shapes are sure to be found in that section of the New York market; in fact many of the manufacturers have no representative in the district. At the factory and showroom of Kiefer Bros., one of the newer cut glass firms, are to be found many exceedingly clever cuttings in popular designs, one in particular that has proven a ready seller is called the "Alvetta." In this design, which has been copyrighted, the arrangements of the rich all-over chair bottom design at the top and bottom, and a light floral pattern as a center filler, make the various pieces most attractive, and form a combination that is sure to appeal to the public. They are showing numerous other deep and light cuttings on a general line of lead blown blanks, and will be pleased to send particulars and prices.

The showroom of William M. Warrin, 25 West Broadway, is overflowing with good things from the Brush-McCoy Pottery, but the line which stands out most prominently is the new decorated ivory ware with their charming "Woodland" design carefully worked out. This line has been just as fine a seller as their famous green woodland ware, and comes in the same wide range of items. Dealers who carry a line of this ware should not fail to include the Woodland jardiniere and pedestal in their assortment, this being one of the most pleasing numbers in the decorated ivory line.

The beautiful floral cuttings of the Levine Cut Glass Co. have been made more attractive than ever by the addition of a Grecian key border, a decoration that has never before been used in this particular manner. The combination is indeed pleasing, and although on the market but a short time, has been very successful.

Blakeman & Henderson, 25 West Broadway, still have a number of assortments in fancy French china to dispose of before their fall samples arrive. The samples are all high grade Limoges china, many of them carrying a heavy coin gold decoration.

The quaintness of Mettlach inlaid stoneware, with its odd shapes and decorations, no doubt contributes considerably to its continuous success, the ware having a distinctiveness that appeals to everyone. E. R. Thieler, the American representative of Villeroy & Boch, 66 Park Place, has just uncased a score of new shapes and designs in Mettlach, the ware ranging from tea and coffee serving sets to the more humble kitchen cabinet spice jars. In serving trays the factory has kept abreast of the times and featured the ware with sporting and modern pictorial features. A beau-



Gold decorated ware from the line of The Deidrick Glass Co.

tiful line of fruit sets, with natural colored raised fruit decoration, and a line of vases in delicate two-tone effects with stenciled and gold stripe decorations are among the popular numbers on display.

Two entirely new finishes on pottery are among the promised S. A. Weller productions for the fall trade. The samples may be expected at any time, early shipment having been delayed. The line of Roma Ivory ware continues a steady seller, particularly the three medium sized jardiniere.

The samples of the Deidrick Glass Co., now being shown at the salesroom of A. P. Doctor, 66 West

Broadway, show the trend of this company to cater to the trade carrying the better class of glassware, the water and liquor sets as well as general line of tumblers and wine glasses being conservatively decorated with a Grecian key border of English coin gold. This company is now working on a number of other designs in coin gold decoration and monograms which will be placed on the market at an early date.

An interesting line of deep etched glassware to which new numbers are being constantly added, is to be seen at the showrooms of Frederick Skelton, 71

line of the Central Glass Works, Wheeling W. Va. The new glass, which is extra deep, must be seen to be fully appreciated.

The Buffalo Cut Glass Co. have sent I. P. Cohen, their New York selling representative, a beautiful line of light floral cuttings that have taken well with the trade. A lily design predominates the samples received and which are being offered to the trade at moderately low prices.

Reduce Cut Glass Freight Rates

AS a direct result of their annual meeting held at the New Grand Hotel, New York City, last June, at which time the reduction of prevailing freight rates on cut glass was discussed and a committee appointed, President H. D. Carey, of the National Association of Cut Glass Manufacturers, has announced that through the efforts of the association the manufacturers have succeeded in getting a reduction in the freight rates on cut glass of 25 per cent., the regulation to take effect October 1. The new rate will be one and one-half times first class instead of double first class, as hertofore. Fifty-seven firms and corporations comprise the N. A. C. G. M., which is one of the most progressive trade associations in the country.



Handsome floral cutting from the line of the Levine Cut Glass Co.

Murray street, the New York representative of the Beaver Valley Glass Co. Of the recent items a tall flower vase beautifully etched in an iris design is exceptionally good. These vases are to be had in a variety of shapes and sizes, the popular demand being for the fourteen and sixteen inch sizes. The iris pattern is also cleverly worked out on a number of other pieces.

The Crescent Cut Glass Co., of Newark, N. J., are now showing their line at the warerooms of H. Benedikt, 71 Murray street, and are offering unusual opportunities to visiting buyers in the way of special values. Two tables in the showrooms are laden with these samples, the heaviest demand being for a light floral design having a two or three line combination border. Mr. Benedikt is also showing the new "Avon" dinnerware shape of the Cannonsburg Pottery, this pattern being a plain white body. It is shown for fall delivery.

A very unique champagne glass is being offered the trade by A. P. Doctor, 66 West Broadway, from the

Find in Pottery Puts Jonesboro on Map

PROPERTY owners out in Jonesboro, Ark., are sitting tight on their holdings just at present, and all because some laborers unearthed a number of specimens of ancient pottery which contained some traces of gold. Ancient pottery, like gold, is just as scarce in Jonesboro as in New York, hence the silence when requested to name their selling price. As local tradition has it, about a century ago an Indian missionary occupied a cabin on the site where the find was made and was supposed to have obtained much gold from the Spaniards and Indians, who had a post near what is now New Madrid, Mo. From the crude engraving or carving on the pottery it is believed, in Jonesboro, that this missionary was a co-worker of the Rev. Lorenzo Dow, who in 1811 held meetings in that vicinity. Property owners and antique dealers are greatly agitated over the finds and threaten extensive excavations.

Some Farrington Paragraphs

Can you gauge the size of a man's bank account by the clothes he wears? Even if you can it is no excuse for treating badly the man in a ragged suit.

In your advertising say no more than people will be willing to read and say it in such a way that it will leave some one point impressed upon the reader's mind.

It pays to keep track of what your competitor is doing. If you had to experience half the troubles and difficulties that you anticipate and dread, life would indeed be hell, but you don't.



One of the many open stock patterns of Haviland & Abbot Co.

Pointed Paragraphs for the Business Man

WE ALL "KNOW BETTER" BUT WE FREQUENTLY FORGET AND IT IS SUCH HINTS AS THE FOLLOWING THAT PUT US IN THE MOOD OF THINKING

The merchant who is dishonest in one thing will be regarded with suspicion by all by the public.

If an employee gets to feeling above his position it's a good plan to let him down before he gets dizzy.

Even the employee who is disloyal to his employer thinks that the employer ought to be loyal to him.

The merchant who thinks that one set of rules for himself and another set for his salespeople will produce satisfactory results has another guess.

The down-in-the-mouth habit will do more to keep a man back than the loss of a pocket full of money every month. It pays to cheer up.

How much goods would a peddler sell if he went around all the time with his pack on his back waiting for someone to ask to see what was in it? Don't wait to be asked to show your goods. Show them anyway.

Plutarch said "among men valor and prudence are seldom met with." Develop your supply of prudence and you will find yourself becoming successful.

The employee who insists upon having a good time as he goes along will be apt to have a hard time borrowing money when he wants to start in business for himself.

The man who goes farthest is not he who never makes any mistakes, but he who can profit by his mistakes.

The man with a special aptitude for any kind of work around the store ought to devote himself as much as possible to that sort of work. This is a day of specialists.

The fellow who thinks that because he is only a clerk it does not matter much what he does, will find that as he conducts himself when an employee so he will conduct himself when he becomes a proprietor.

Don't work any more rapidly than you can work well. To "slap things through" is the method of the slipshod workman.

When a man needs money badly enough to take it dishonestly, it is time for him to cut down his expenses and learn to do without things.

The man who does not get enough fresh air every day will not be able to do high class work at the desk or anywhere else.

Though results secured by trickery may for the time resemble success, you may be sure that they will prove in the end to be failure in some form.

Salesmanship of the Hundred Point variety neither begins nor ends with selling people just what they came to buy.

The man who fails is generally a man who has done his best, but lacks ability. The man who achieves only mediocrity is lazy.

If you are satisfied to make only an average success of your life, an average success is all you will make. No man ever shoots higher than he aims.

Don't laugh at little temptations, for the little ones are the ones that get the barriers.

Some people cut their way into business with their shoulder blades. Use tact, not force.

Practical Law for the Buyer and the Seller

PROTECTING RELATIONS WITH SALESMEN OR SOLICITORS

WRITTEN BY ELTON J. BUCKLEY.

THERE is no commercial relation in which it is more important for the rights of the parties to be protected than in relations between an employer and his salesmen or solicitors, and in which more unpleasantness can result from improper protection. Yet my experience is that at no point is there more carelessness on both sides, particularly I think, on the side of the employer.

An employer, whether manufacturer, jobber or retailer, who employs salesmen or solicitors, takes a considerable chance. The salesman also takes a chance, although usually it is smaller than that which the employer takes. Each should protect his own interests in the transaction, and the only way to do this is by a properly drawn written agreement.

To give an idea what may happen when this is not done, let me cite a case. A certain manufacturer had been employing a salesman to represent him, paying him salary and expenses. The salesman had been moderately successful, and both he and his employer desired that he should take a larger territory. Accordingly the plan of employment was entirely changed. The salesman went on a straight commission of 25 per cent. on his gross sales and arranged with his employer to be given a drawing account of \$125 per month. The whole transaction, very foolishly, was verbal, and there was nothing actually said on either side as to whether the money paid by drawing account should be charged against the salesman's commissions, or as to who was to pay the salesman's expenses, or what should happen in case the salesman sold no goods and made no commissions. Both parties had or thought they had an understanding on these points, but as it proved, the understandings widely differed, and there was not a line in writing to show what the actual contract was.

The salesman worked in his new territory for six months, without making a sale. Almost incredible, but absolutely true. Meanwhile he had drawn \$775, and at this juncture he decided that he could not succeed and resigned. His employer made instant demand upon him for the return of the \$775, but the salesman's answer was that he had made no contract to return the money in case he worked without success, and anyway the money had gone for expenses incurred in prosecuting his employer's business, and whether there had been result or not, the work was a combination of advertising and missionary work, and the cost of it properly belonged to the employer, who could now be the only beneficiary.

The employer at once entered suit to recover the amount, and there the matter stands at present. The salesman has real estate in his own name, and if judgment can be obtained against him—while he holds it—

the full amount can be recovered. It is by no means certain, however, that judgment can be obtained. The shortsighted employer *understood* that the money was simply a loan against commissions to be earned, which would carry a moral obligation to return it if no commissions were earned, and he also *understood* that the salesman was to pay his own expenses, but the salesman says he understood quite differently, and *there is nothing in writing to show which was right.*

Salesmen do not as a rule accumulate much substance or hold much property in their own name, and at best an employer is likely to be more or less helpless against them. He can, however, safeguard himself at certain vital points. What I mean by helpless is this: If a salesman breaks his contract of service and takes employment with his employer's competitor, his former employer cannot stop him, by any means known

SOME DON'TS FOR THE SALESMAN

DON'T put aside your correspondence for future attention. A single letter on the file of to-day becomes a bundle in the pigeon-hole of to-morrow.

Don't shoot haphazardly at the man on the fence --- you may cause him to fall on the wrong side.

Don't sit under the tree of opportunity waiting for the big apple to fall. Climb up and pick it, then go after the small ones.

Don't stop to wipe your feet. Walk right in, and if your proposition is worth anything the other man won't mind the tracks you leave.

Don't build a bridge when your customer is willing to go over in a boat. Many men spend hours selling goods after their own way when the buyer is willing to place a big order of his own volition.

to the law, unless his services are of such unusual and extraordinary value that he cannot be replaced. He can enter suit for damages for breach of contract, but there is very little to that in the average case.

But by a properly drawn contract the former employer can prevent the salesman from soliciting the trade of his old customers, which is almost as impor-

tant as being able to prevent him from working for the other man.

Here is a suggestion for the agreement which should have been made by the employer and salesman who figure in the case described above:

Memorandum of agreement entered into this first day of August, 1912, between the Philadelphia Company, a corporation of the city and county of Philadelphia, State of Pennsylvania, party of the first part, and John Jones, of the same place, party of the second part, witnesseth:

One.—That the party of the first part hereby engages the services of the party of the second part as salesman or solicitor for the purpose of (here describe the duties) in the territory of _____, upon the following terms:—

a.—The party of the second part shall receive a commission of 25 per cent. of his gross sales of the products of the party of the first part, provided such sales shall have been confirmed by the party of the first part. Such commissions shall be computed monthly (or quarterly, or semi-yearly, as may be desirable), and the party of the second part shall be forthwith furnished with a statement of his account.

b.—As an advance or loan against commissions to be earned, the party shall allow to the party of the second part a drawing account of \$125 monthly, payable on the first day of every month. At the termination of this agreement, or if the parties should sever their relations prior to its termination, a final account shall be at once struck, and the party against whom the balance is found shall within ten days thereafter make full settlement with the other.

c.—The party of the second part shall defray all his own expenses.

d.—The party of the second part shall devote his entire time and effort to the business of the party of the first part.

Two.—That the party of the second part hereby agrees to render services as salesman or solicitor on the above terms.

Three.—That this contract shall continue during the period of one year from date, when it may be renewed if mutually agreed upon, provided that if either party shall decide not to renew same, said party shall give the other one month's written notice in advance of its termination.

Four.—That in the event and for any reason the parties shall sever their relations prior to the termination of this agreement, then the party of the second part hereby agrees, for the considerations moving in the premises, not to approach, on behalf of any other employer, for the purpose of soliciting, or solicit trade in any manner whatever from any of the customers of the party of the first part, whether said customers have been obtained by said party of the second part or not, for the period of six months from the date of severing said relations.

In witness whereof, the parties have hereunto set their hands and seals this first day of September, 1912.

THE PHILADELPHIA CORPORATION.
By Alfred Williams, President.
John Jones (Seal).

Witnesses:

William Baker.
Henry J. Barr.

The employer with this contract in his possession, properly executed, can be sure of all the protection he could ever expect to get in such a case. The provision as to not soliciting will be enforced in any court.—
(*Copyright, July, 1912, by Elton J. Buckley.*)

When you see a chance to improve the store's methods, put it up to the boss instead of complaining to the other salesmen about the old method.

When Exporting Glassware

See that your packages are strong enough to withstand the rough handling which they must undergo before they reach their destination

WITH the ever increasing demand for American glassware in Chile, even in spite of the large per cent. of breakage due to improper packing and rough handling, the United States should soon be able to control the Chilean market in this line, of course granting that the goods be delivered in better condition than at present, states Vice Consul Charles F. Baker, Valparaiso, Chile. Hundreds of barrels of American glassware have been examined by this consulate during the past two or three years, and it is their belief that with greater care and a small additional expense the trouble can, in a large measure, be overcome. The barrels, the average size of which is about 28 by 36 inches, now in use by many American exporters, are considered very convenient cases. They are about the right shape and size for handling and the weight is apparently reduced to a minimum.

But the cases must be made stronger without adding materially to the weight. This end can be attained by placing, as do some of the German and Chinese shippers, a center head or partition in the middle of the barrel. This partition should be thoroughly secured on both sides to prevent shifting in case the barrel is packed more heavily in one end than the other. There should then be two extra wooden hoops placed nearer the center of the barrel, one on each side of the bulge, and especially when the barrel is more than 30 inches high. The extra hoops should be of wood, because the iron and heavy wire seem to work loose, thus adding weight to the case without serving any purpose. In this way we strengthen the bulge where much of the strain comes.

The selection of the fibers for the inside packing is a matter of prime importance. Generally these materials should be very tough and free from chaff, which has a tendency to trickle down to the sides and ends of the case, leaving the pieces in contact. Very good results have been obtained by the use of prairie hay, swamp grass, excelsior and well-selected oat straw. The material should be slightly dampened before use to secure compactness. Every case should be tightly packed so as to avoid any possibility of shifting. It often happens that cases arrive so loosely packed that by simply shaking them one can hear the glass rattle.

In packing this class of goods for export to this coast each piece should have special attention. It is well understood that American manufacturers are always rushed and that their establishments are very extensive and detail is a matter that is difficult to govern, but it is useless to attempt to compete in these lines unless more attention is given to these seemingly minor points that mean so much to the trade

here. Tumblers must not be placed one in the other with simply a thin paper between, but they must be wrapped with sufficiently heavy material to prevent contact. Cake stands, glass platters, large flower vases, etc., should be carefully and heavily wrapped separately and in such a manner that if one should break the pieces would be retained in its cover and not be allowed to shake about, causing damage to other pieces that might otherwise arrive in good condition.

American manufacturers will find that in most cases the importers along the west coast of South



Some odd shapes from the Glen Thor Pottery.

America will gladly meet any extraordinary expense incurred in these extra precautions. In fact, they often write the manufacturer to that effect.

It must be remembered that the two markets are a long way apart and that orders cannot be duplicated in a few days nor even a few weeks. It is a question of six months practically. And any mis-carriage means loss and disappointment to the importer as well as to the exporter, and business with the United States is discouraged to that extent.

Big Price for Chinese Jars

AT the recent Charles Wertheimer sale in London, or, more correctly, at the conclusion of it, a rare pair of Chinese famille-rose Mandarin jars and covers, not unlike those described in a previous issue of "Pottery and Glass" as having been picked up by a Scotsman in India, were sold for \$11,550.

Within a stone's throw of where this paragraph is written, there resides an old gentleman who spent most of his life in China, in a professional capacity. He has a collection of China and porcelain of great interest and value, including a pair of matchless jars or vases, beside which the Christie lot were poor indeed, even though belonging to the Kien-Lung period. Even in this age of widespread education there must be many valuable objects of this kind up and down the world, brought from China by travellers and temporary settlers long before the time of high appreciation and big prices had come.

Rotterdam exported to the United States, during 1910 and 1911, as invoiced at the consulate and its agencies, earthenware to the value of \$149,353.

Tact Lacked by Clerks

One of the worst offenders against tact is the clerk who is always boldly and brazenly telling you what you want

IF I were proprietor of a department store," said a woman who had recently passed the morning shopping, "I should put tact first as a qualification of my clerks. I would not hire young people to go behind my counters unless they had quantities of that virtue. This morning I gave up buying half a dozen things because the clerks unwittingly pointed out to me why they would be undesirable.

"I had picked out a very pretty black brush and comb set, when the clerk said: 'I think you'd like it, miss, and one would never know it isn't ebony, it looks so much like the real thing.'

"I won't take it, after all," I replied.

"At the same counter I started to buy material for a gown for my mother, when the clerk said: 'This color is particularly becoming to young women,' smiling at me flatteringly. Then that sale was off, for if it was becoming to young women it would not be becoming to a woman of seventy-five.

"In his desire to make me spend more money than I wanted to, another clerk spoiled the purchase of a music roll. He showed a \$5 roll and a \$7 roll. I said I did not want to pay more than \$5, but I thought the one he showed me did not look strong. 'It seems as if that stitching would tear out,' I said, pointing to a weak place. He acquiesced eagerly and said: 'Of course, a \$5 roll is made to stand a great deal of wear, but this \$7 affair will wear nicely.' That was enough. I left that department and bought a present in another part of the store for \$3 which will take the place of the music roll.

"Some clerks think they have only to say, 'Everybody is buying them,' to make a sale, when such a statement will send me away in a hurry. I certainly don't want what everyone else is buying. 'We have no demand for anything of that sort nowadays,' says more than one clerk, foolishly, when he ought to welcome a chance to sell what he considers his old stock. But by making such a statement the customer feels forced to purchase something new.

"Another thing that drives me away from the counters is the habit of some clerks to say constantly: 'Lady, lady.' Somehow it makes me feel cheap and like a bargain sale, and I seldom purchase anything of a 'lady, lady' clerk.

"One of the worst offenders against tact is the clerk who is always boldly and brazenly telling you what you want. He treats you as if you were a baby, who didn't know how to think. I remember my mother once sharply calling down a young clerk who tried to tell her her own mind: 'Young man,' she said, 'when I get to the point that you have to do my thinking for me, I shall go willingly to an insane asylum.'"

Leading dealers read Pottery and Glass.



From All Over the World

LITTLE NOTES OF INTEREST TO
THE TRADE PICKED UP FROM
DIFFERENT PARTS OF THE GLOBE



WITH Japan reaching out for the fundamentals of European civilization, and expending many of her energies in perfecting civil institutes, it is not to be wondered at, perhaps, that such a minor branch of business as that of the glass industry should lag for the time being. The report comes from Japan, therefore, that the glass workers are experiencing difficulties with their raw materials, and for this reason the industry is not yet of marked importance. This, probably, is somewhat unfortunate to the world in general, for with proper materials to work with and the right facilities to carry on the work there is no doubt that the Japanese glass workers would soon rank with the best. The native sand is too chalky, and has to be mixed up with chemicals which as a rule are imported from Germany. It is interesting to observe, however, the statistics giving the import figures of glass, showing that in 1909 not less than 1,089,494 yen worth have been imported to Japan, and 1,249,112 yen in 1910, and in the first six months of 1911 an even 631,736 yen, showing the steady growth of the glass industry.

The export of Austrian glassware was quite satisfactory during 1911, the trade with the United States being especially gratifying, consular reports showing a large increase over 1910. In that year \$676,939 worth was exported, while in 1911 the business amounted to \$1,704,624. The increase is all the more noteworthy as the extreme heat and drought of the summer of 1911 were a great drawback to the trade, which must also be said of the effects of the Italian-Turkish war.

The declared value of exports to the United States, invoiced through the consulate at Bremen and the agencies at Brake and Bremerhaven during 1910 and 1911, showed a decided falling off. China and porcelain to the amount of \$11,668 were exported in 1910 but not a dollar's worth were listed during 1911. Glassware fared a little better, the exports during 1910 amounting to \$22,719 but dropping to almost half of that figure in 1911, footing up to \$11,953.

Hong-Kong's trade with the Philippines for the half-year has broken all records, pottery and glassware forming an important branch of the trade. During a similar period in 1911 earthenware and glassware to the amount of \$24,138 were exported to the

islands by the Chinese, 1912 showing an increase to \$28,049. Shipments to the United States during the same periods show a falling off in 1912, the figures being 1911, \$33,014, and 1912, \$24,744.

Glass and glassware formed one of the principal imports into Servia during the past year, Austria getting the bulk of the trade, which amounted to \$293,407.

Switzerland with its snowy mountain peaks and tourists resorts is not generally thought of as an important pottery and glass field, still it is both an exporter and importer of these wares, importing during 1910 chinaware to the amount of \$906,793 and increasing to \$971,964 in 1911; earthenware also showed an increase, the imports being \$730,674 in 1911, as against \$714,394 in 1910. During 1911 chinaware to the value of \$80,933 as against \$76,364 in 1910 was exported. There was also an increase of \$6,697 shown in earthenware exports.

Bagdad buys in the course of one year about 360,000 francs' worth of glass and chinaware; the fourth part (90,000 francs) is bought from India as the next-door neighbor. Turkey furnishes 50,000 francs' worth, Austria, 35,000; Germany, 15,000; Belgium, 110,000 of which 85,000 are for window panes). In these statistics it must be taken into consideration that a considerable part of the goods imported from India have originally come from England, Germany, and other countries.

Some of the large glassware factories in Saxony are making a specialty of articles to be retailed at about 11d., such as flower vases in imitation cut glass, biscuit-glasses of pressed glass, ink stands, glass jars for marmalade, jam, mixed pickles, etc., even flower bowls in pretty patterns are turned out at that low retail price. It is pointed out that these articles are equal in quality to the best American pressed glass articles, but at the same time comparatively cheaper, the manufacturers paying particular attention to the tastes of the American buyers.

Morocco does not seem, and consular reports bear this out, to be a profitable port for the American glass manufacturer. The United States share in the glassware imports during 1910 was \$1,010, while 1911 saw a decided falling off over the previous year, only \$20 worth of glass coming from the United States.

W A N T E D

Advertisements in this department, five cents a word. Minimum charge one dollar.

Pottery and Glass, 395 Fourth Avenue, New York.

WANTED:—Local representatives for Pottery and Glass. If you are in any way connected with the pottery and glass trade or any business which brings you into contact with buyers, salesmen, stock clerks, designers, manufacturers connected with this field; pottery, glass lamps, art metal and other accessories; you will have many opportunities of calling attention to this publication. Pottery and Glass is just what they all want. You will find that you can easily add a substantial amount to your income by congenial work that will not interfere with your present duties. For particulars, address Pottery and Glass, 395 Fourth Avenue, New York.

IF overstocked or wish to retire from business, write Tyler & Gregory, auctioneers, 37 South Wabash Avenue, Chicago, Ill.

ENGLISH Pottery Manager open for engagement; one who understands the making of earthenware bodies, glazes and colors; also glaze tile bodies and colored glazes for same; 18 years' experience. Address "English Potter," care of Pottery & Glass.

The Classification of German Porcelain

THE quality of a piece of modern porcelain is shown by its outward condition, and different classes of customers lay varying degrees of value on the outward appearance of the article, depending on their taste and their station in life, writes Consul General Frank Dillingham, Coburg, Germany, in the Daily Consular and Trade Reports.

In Germany porcelain articles are sorted into four different grades—good wares, middle wares, fair wares and poor wares. In grading porcelain, especially table ware, there is, besides these four classes, usually a fifth, known as "bruch," or breakage.

As articles coming under the first group are only the exceptionally fine, porcelain sold as being first grade is usually sorted so as to run from first to second grade. Purchasers and consumers now understand more about the different grades of porcelain than formerly and expect such a good quality even in the third grade that a higher class of excellence is scarcely possible. Consequently the term "third selection" is really generally understood in business circles as meaning a good or better grade of porcelain ware.

The fourth grade means about the same as defective ware, although this is a very good selling article for the tableware factories that supply the German home market, and, being of a somewhat better quality than usually comes under the heading "fourth class," could really be called a medium quality. The poorest assortment bears simply the name "breakage." Strictly speaking, this title is not applicable, for broken articles are not even salable. The characteristics of such breakages may be small, or sometimes larger, cracks in the rims or edges, out of shape or very yellow ware, pieces streaked or discolored with iron, etc.

DIRECTORY OF PRINCIPAL ORGANIZATIONS ALLIED WITH THE POTTERY AND GLASS TRADE

AMERICAN ASSOCIATION OF FLINT AND LIME GLASS MANUFACTURERS

President, Thomas Evans, Pittsburgh, Pa.
Vice-President, Marshall W. Gleason, Brooklyn, N. Y.
Vice-President, A. J. Smith, Pittsburgh, Pa.
Treasurer, E. P. Ebberts, Pittsburgh, Pa.

NATIONAL ASSOCIATION OF MANUFACTURERS OF PRESSED AND BLOWN GLASSWARE

President, E. J. Barry, Toledo, O.
Vice-President, M. W. Gleason, Brooklyn, N. Y.
Treasurer, J. D. Wilson, Tarentum, Pa.
Secretary, John Kunzler, Pittsburgh, Pa.

UNITED STATES POTTERS' ASSOCIATION

President, John M. Pope, Trenton, N. J.
First Vice-President, William Burgess, Trenton, N. J.
Sec'y and Treas., C. C. Ashbaugh, E. Liverpool, O.

AMERICAN CERAMIC SOCIETY

President, Arthur S. Watts, Columbus, O.
Vice-President, Cullen W. Parmelee, New Brunswick, N. J.
Secretary, Edward Orton, Jr., Columbus, O.
Treasurer, Ellis Lovejoy, E.M., Columbus, O.

CROCKERY BOARD OF TRADE.

President, Gilbert M. Smith.
First Vice-President, John J. Miller.
Second Vice-President, L. S. Hinman.
Treasurer, Chas. A. Holbrook.
Secretary, L. S. Owen, 149 Church St., New York.

NATIONAL ASSOCIATION OF CUT GLASS MANUFACTURERS.

President, H. D. Carey, Jermyn, Pa.
Vice-President, J. E. Marsden, Egg Harbor, N. J.
Secretary, Arthur L. Blackmer, New Bedford, Mass.
Treasurer, T. B. Strittmatter, Philadelphia, Pa.

TRADE UNION ORGANIZATION

NATIONAL BROTHERHOOD OF OPERATIVE POTTERS.

President, Edward Menge, E. Liverpool, O.
First Vice-President, F. H. Hutchins, Trenton, N. J.
Second Vice-President, Samuel E. Burgess, East Liverpool, O.
Third Vice-President, Samuel Burford, Tiffin, O.
Secretary-Treasurer, John T. Wood, E. Liverpool, O.

AMERICA FLINT GLASS WORKERS' UNION.

President-Treasurer, Thos. W. Rowe.
Vice-President, Wm. J. Croke, Toledo, O.
Secretary, Wm. P. Clarke, Ohio Bldg., Toledo, O.
Assistant Secretary, D. J. McGrail, Toledo.

FRATERNAL AND INSURANCE ORGANIZATIONS

POTTERY, BRASS AND GLASS SALESMEN'S ASSOCIATION

President, R. E. L. Wells, New York.
Vice-President, W. W. Magee, Jr., New York.
Secretary, Joseph F. O'Gorman, New York.
Treasurer, George Hamilton, New York.

WESTERN GLASS AND POTTERY ASSOCIATION.

President, W. W. Lang, Cleveland, O.
First Vice-President, H. L. Dixon.
Second Vice-President, W. J. Patterson.
Secretary, J. G. Kaufman.
Treasurer, Robert West.

ADVERTISERS' DIRECTORY

	PAGE
Beautility Art Co., Inc.....	29
Brush-McCoy Pottery Co.....	31
Cawthra & Co., T. A.....	31
Central Glass Works.....	6
Cherry & Co., F. L.....	29
Crouch & Fitzgerald.....	32
Drakenfield, B. F., & Co.....	33
Duncan & Miller.....	6
Empire Cut Glass Co.....	31
Finke, W. D.....	29
Hanovia Chemical Co.....	35
Harshaw, Fuller & Goodwin.....	35
Haviland & Abbott.....	5
Haviland & Co.....	3
Haviland, Theo., & Co.....	36
Hinde & Dauch Paper Co.....	32
Huott Pub. Co.....	30, 32, 35
Kaufman, Max	33
Kiefer Bros.	4
Kupper, Herman C.....	4
Mason Color & Chemical Co.....	34
Mitchell Grindstone Works.....	31
Oriental Glass Co.....	29
Paper Makers' Chemical Co.....	33
Patterson Bros.	31
Penna. Salt Mfg. Co.....	33
Peters & Reed Pottery Co.....	29
Pittsburgh Lamp, Brass & Glass Co.....	30
Porcelaines, G. D. A.....	—
Rawsthorne, R.	31
Roessler & Hasslacher Chemical Co.....	34
Stadler Photograph Co.....	34
State College of Ceramics.....	33
Taintor Mfg. Co., H. F.....	34
Tebbutts	33
Time and Energy Co., The.....	29
Venon, J. H.....	4
Wengers, Ltd.	35
Wiarda, John C., & Co.....	35



40% PROFIT TO YOU

Flower Pot Season is here. Get our Assortment No. M, specially selected from our open stock of handsome embossed

Red Burned Flower Pots

which retails at \$15.90 and pays you 40% profit.

No. M Flower Pot Assortment

Pots & Saucers.	Per 100	Each
40-4-inch....	\$1.50..	\$0.60..sell at \$.03..\$1.20
50-5-inch....	2.50..	1.25..sell at .05..2.50
70-6-inch....	3.50..	2.45..sell at .05..4.20
50-7-inch....	5.00..	2.50..sell at .08..4.00
40-8-inch....	7.00..	2.80..sell at .10..4.00
	\$9.60	\$15.90

F. O. B. factory. No charge for package. Goods carefully packed. Prompt shipment. ORDER NOW.

The Peters & Reed Pottery Co.

South Zanesville, Ohio

Oh Say Have You Seen

The Catalogue of Designs of Imported Rubber Stamps for Decorating Pottery and Glass-ware in Gold or Color?

It has just been issued by

THE TIME AND ENERGY CO.

IMPORTERS AND MANUFACTURERS OF ARTISTIC RUBBER STAMPS

10 NORTH CLARK ST.

CHICAGO, ILLS.

Oriental Glass

A VERY COMPREHENSIVE LINE OF FINE DECORATED GLASSWARE IN RUBY, RUBY AND GOLD, IVORY AND OPAL, ALSO A COLLECTION OF SOUVENIRS THAT MERIT YOUR ATTENTION.

PITTSBURG

SOUTH EIGHTH AND SARAH STREETS

NEW YORK

CHICAGO

PAUL JOSEPH W. E. CUMMINGS CO.

64 Park Place

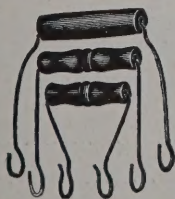
30 E. Randolph St.

THE ORIENTAL GLASS CO.

Pittsburg, Pa.

TAKE CARSON STREET CAR TO EIGHTH STREET

FINKE CUT GLASS
45 West Broadway
NEW YORK



WIRE BAILS

for GLASS JUGS and BOTTLES

CORRESPONDENCE SOLICITED

F. L. CHERRY CO., ROSEVILLE, OHIO

SIX LAMP ASSORTMENT

Regular Price, \$48.50

Retails for \$9.98

Net Cost, \$39.75

**BEAUTY
BEAUTILIT
UTILTY**
TRADE MARK

The greatest returns from
this Introductory offer we
have ever received.

Write at once for illustra-
tions of each lamp.

Don't delay—

Last reminder—

Expires January 1, 1913.

The Beautility Art Co.

181-183 WOOSTER STREET
NEW YORK CITY



**Pilabrasgo
Portables
Build
Business**

The Reason

THE PILABRASGO LINE of Portables
is the only one made entirely---both brass-
ware and glassware---by one firm. You can de-
pend on harmonious beauty in Pilabrasgo goods.

THE PITTSBURGH LAMP, BRASS & GLASS CO.

General Offices and Factories, PITTSBURGH, PA.

BRANCHES

Boston, 127 Federal St.	New York, 82 West Broadway
Philadelphia, 731 Arch St.	Baltimore, 122 West Baltimore St.
Buffalo, 611 Main St.	Cleveland, 203 Caxton Bldg.
Detroit, 68 Griswold St.	Chicago, 110 South Wabash Ave.
St. Louis, 701 Locust St.	San Francisco, 718 Mission St.
London, Ontario, 113 Wortley Road	
R. E. Davis, Representative	

Keeping Up To Date

MANY a man allows himself to be surpassed by others
who are endowed with fewer talents because he does
not keep abreast of the times in his field. Are you ac-
quainted with everything that happens in the pottery, glass,
lamp, and kindred trade fields? Do you want to know more?

Pottery and Glass

the leading monthly magazine devoted to pottery, glass,
lamp, art metal, and allied trades will keep you posted on
everything that happens in these branches of the trade. It
will give you valuable selling schemes, short cuts in business,
instructive articles written by men of note, technical matter
of the highest kind and the most important news that hap-
pens during the month. Pottery and Glass is invalua-
ble to the buyer; it should be part of his stock in trade. It
will keep him informed of all the latest conceptions in pot-
tery, glass, lamps and art metal that are placed in the market
and where to get them. Pottery and Glass is most
essential to the salesman, giving him valuable information
that will fit him for higher things.

Don't Delay—Subscribe Now.

The coupon in the corner is for your convenience.

DURING the past year Pottery
and Glass has published more
store news, more technical matter,
more instructive articles, and more
illustrations than any other maga-
zine in the field. Plans are now
under way for the coming year that
will make Pottery and Glass even
more instructive and valuable than
it has been in the past. And the
time for you to subscribe for the mag-
azine is now. The very next issue may
contain a dozen articles that will be
worth many dollars to you—and if
your subscription is not in before that
issue is published you will miss it, for
we cannot supply back numbers. Just
as soon as you read this announcement
sit down and fill in the accompany-
ing coupon, which is printed here
for your personal convenience;
then clip it off and send it
to us with two dollars—and
you will receive Pot-
tery and Glass
regularly for
the next twelve
months.

Now is
the time.

HUOTT
PUBLISH-
ING Co.,
395 Fourth Ave.,
N. Y. City.

Gentlemen:
Enclosed find \$2.00 for
one year's subscription to
POTTERY AND GLASS.

Name

Street and Number

City and State

Please Mention POTTERY AND GLASS When Writing Advertisers



DECORATED IVORY "Woodland"

Altogether different but just as popular as our Green Woodland. That's saying a good deal, but it has been proven. There are no stickers in our

"LINES THAT SELL"

Get our Car Load Proposition on

JARDINIERS
PEDESTALS
CUSPIDORS
PITCHERS
COMBINETS
TOILET WARE
STONE WARE
FLOWER POTS

No 2150. Woodland Jardiniere and Pedestal. *We can save you money.*

The Brush-McCoy Pottery Co.

MAIN OFFICE: ZANESVILLE, OHIO

N. Y. Office: WM. M. WARRIN, 25 W. Broadway

Chicago Office: HARRY WARMAN, 1532 Republic Building

Quality Cut Glass

The unsatisfied, progressive dealers want everything new and up-to-date. If you are classed with the above, our

MADELINE

design merits your
A T T E N T I O N .

EMPIRE CUT GLASS CO.

FLEMINGTON, N. J.

W. F. UPHAM, Eastern Selling Agent
66 MURRAY STREET, N. Y.



The Oakwood Art Pottery

WELLSVILLE,
OHIO

Patterson
Brothers



Ias. Mitchell
1810

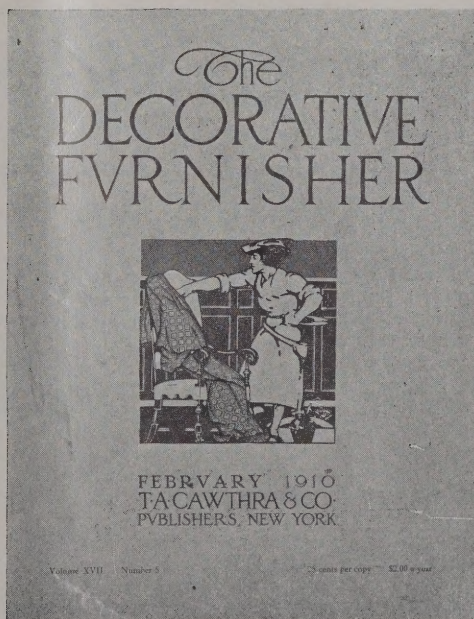
CENTENNIAL

Wilson Mitchell
1910

Mitchell Grindstone Works
605-607-609 N. Front St., Philadelphia

Importer, Mfr., Dealer in M. F. and H. M.
GLASS CUTTERS' STONES

Cragleith, Blue Mitre, etc., Black Diamond Putty, Pumice,
Woods, etc. Send for list No. 3C.



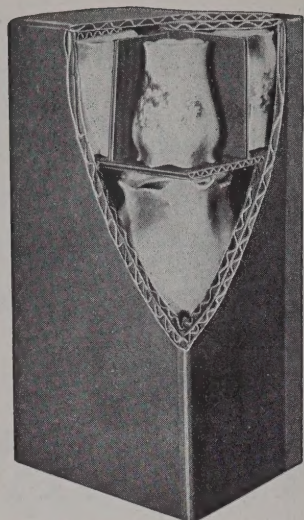
IF YOU CARRY ART FURNITURE PIECES
WHICH GO WITH FINE CHINA AND GLASS,
YOU SHOULD READ THE DECORATIVE
FURNISHER

It will keep you informed concerning cabinets, stands, trays, etc., which are used with decorative china, pottery and glass in the home and will acquaint you with the leading makers of such furniture. Subscription price, \$2.00 a year.

T. A. CAWTHRA & CO., Publishers

395 Fourth Avenue :: :: :: New York

*Insure
the
Safe
Delivery
of Your
Shipments*



*Our
"How
to
Pack
It"
Tells You
How*

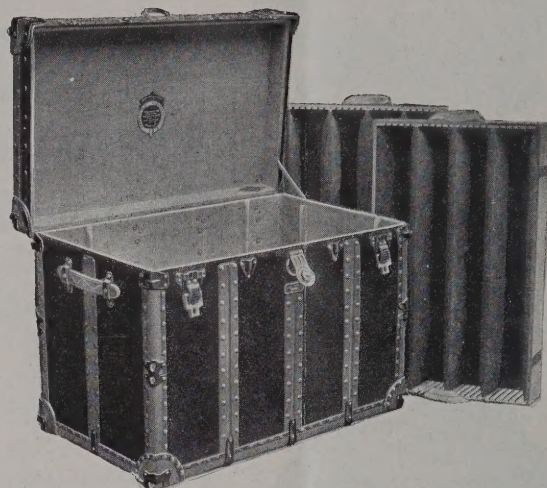
The H & D Corrugated Box

is the standard packing for all cut glass and fragile articles. The resiliency of the board, coupled with its other good qualities, makes it an ideal material from which to construct a box.

Write for our catalogue, "How to Pack It"

The Hinde & Dauch Paper Co.
Sandusky, Ohio

Sample Trunks FOR China and Glassware



Crouch & Fitzgerald

177 Broadway, 154 Fifth Ave., 723 Sixth Ave.
NEW YORK

BOOKS

Some Practical Books That Will Help You and Your Business

FRENCH POTTERY AND PORCELAIN. By Henri Frantz. A detailed history of the ceramic art in France. Chapters on all the famous manufactories especially those of Faience. Illustrated with sixty plates seven of which are in color. Bound in cloth. Price \$2.50. Postage 19 cents extra.

THE KERAMIC GALLERY. By William Chaffers. Contains several hundred illustrations of choice examples of pottery and porcelain from the earliest time up to the nineteenth century. Describes every potter and pottery making the ware. A storehouse of information. Cloth bound. 468 pages. Price \$12.50. Expressage extra.

THE POTTERY AND PORCELAIN OF THE UNITED STATES. By Edwin Atlee Barber, A.M., Ph.D. An historical review of American ceramic art from ancient to modern times with a chapter on the pottery of Mexico. The most comprehensive work on the subject. 365 illustrations. Bound in red cloth. Price \$5.00. Postage 32 cents extra.

DUTCH POTTERY AND PORCELAIN. By W. Pitcairn Knowles. An invaluable book for the collector. Deals with the porcelain and pottery ware of Holland. Describes in detail the porcelain factories and potteries of The Hague, Arnheim, Amsterdam, etc. Has an appendix giving the names of the Delft Potteries, and the members of the famous Guild of St. Luke with their marks and monograms. Profusely illustrated. Bound in cloth. Price \$2.50. Postage 16 cents extra.

STYLES OF ORNAMENT. By Alex. Speltz. A handbook for sculptors, architects, wood carvers, modelers, potters, etc., as well as for schools, libraries, and private study. Gives the entire system of decorative ornament in all its different styles, and illustrates its various applications. 400 plates of illustrations, with descriptive text. One volume (656) pages. 8vo. Cloth. \$5.00 postpaid.

THE POTTER'S CRAFT. By Prof. C. F. Binns. An enlightening treatise on the ceramic art; prepared for the instruction of the practical potter; contains many working half tone and line illustrations and formulæ. A very helpful work indeed. Bound in cloth. Price \$2.00. Postage 8 cents extra.

ENGLISH TABLE GLASS. By Percy Bate. A volume giving in detail the history of the glasses of the eighteenth century. Illustrated with more than seventy full page plates. Chapters on wine glasses, ale glasses and other tall pieces, candlesticks, decanters, sweetmeat glasses, etc. A very valuable reference book. Bound in cloth. Price \$2.50. Postage 17 cents extra.

HISTORY OF ANCIENT POTTERY, in two volumes. By H. B. Walters, M. A., F. S. A. A most elaborate and scholarly treatise on the ceramic art of Greece, Etruria, and Rome. A book for the practical man as well as the antiquarian. The standard reference on the subject. 300 illustrations; 8 colored plates. Bound in cloth. Price \$15.00 for the two volumes. Not sold separately. Expressage extra.

For Sale by the HOUTT PUBLISHING CO., 395 Fourth Ave., N. Y.

1912

REFERENCE BOOKS

Now ready for distribution

"TEBBUTT'S"

EAST LIVERPOOL

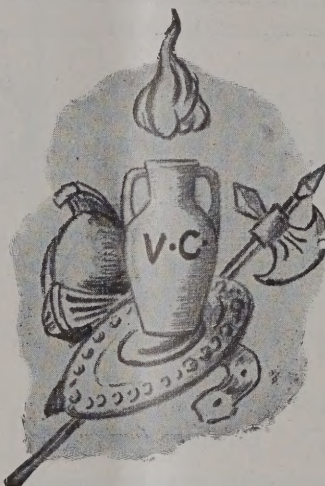
OHIO

Write for Catalog

STATE COLLEGE OF
CERAMICS

Alfred University

Alfred, New York

Charles F. Binns, DirectorJOHN KNIGHT, President
C. K. WILLIAMS, Treasurer
C. H. KNIGHT, SecretaryPAPER MAKERS'
CHEMICAL CO.

Sole Agents for

V.C.B. and other grades
of English China Clays
FROM MINE TO POTTERY

Easton, Pennsylvania

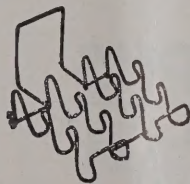
Finest Dorsetshire and Devon-
shire Ball Clays

Greenland Kryolith

For Opal and Alabaster Glass
and Porcelain Enamel WarePenna. Salt Mfg. Co. ---SOLE---
IMPORTERS

General Offices: Philadelphia.

NEW YORK PITTSBURG CHICAGO ST. LOUIS



TEL. 3554 WILLIAMSBURG

MAX KAUFMAN

Manufacturer of

RUBBER, BRASS, STEEL

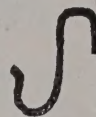
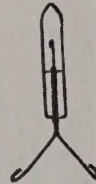
PLATE EASELS and HANGERS

Big Line for the 5 and 10 Cent Trade

JOBBER SOLICITED

Illustrated Catalogue Ready for
you FREE

106 Broadway, Brooklyn, N. Y.



ESTABLISHED 1869

B. F. DRAKENFELD & CO.

FORMERLY J. MARSCHING & CO.

Pottery and Glass Colors

Materials for Decorating China, Glass and Enameled Ware

O x i d e s a n d C h e m i c a l s

East Liverpool Office, Potter's Savings & Loan Building
GEORGE HEISLER

27 Park Place, NEW YORK

Please Mention POTTERY AND GLASS When Writing Advertisers

"THE COLORS OF PRECISION"

MADE IN AMERICA BY

MASON COLOR AND CHEMICAL CO.

Colors
OVER GLAZE-UNDER GLAZE
Glass

OFFICE AND FACTORY
206 SOUTH BROADWAY
Near O. & P. Passenger Station



Oxides for
Enamellers

Established 1842
EAST LIVERPOOL, OHIO

Westminster



Paris White

Made by our own process from selected English Cliffstone, it is the highest grade Paris White on the market. The good results obtained by its use in the manufacture of Pottery and Chinaware are demonstrated by sales to the leading manufacturers.

For analysis, samples and information, apply to

The H.F. TAINTOR MANUFACTURING CO., 2 RECTOR ST.
New York, N. Y.

PHOTOGRAPHS
STADLER
PHOTOGRAPHING
COMPANY
INCORPORATED
ART AND
COMMERCIAL WORK

A.H. STADLER, Pres. & Mgr.
HOWARD M. WEBSTER V. Pres.
H.D. WILLIS, Secy. & Treas.

CHICAGO
1322-28 WABASH AVE.
TEL. CALUMET 4390-91

NEW-YORK
67-69 IRVING PLACE-18th ST.
TEL. GRAMERCY 1746

PHOTOGRAPHS WILL SELL YOUR GOODS

For a full decade we have specialized in the work of sampling by picture. The PHOTOGRAPH, unquestionably the truest illustration, has been the nucleus of our effort. Its application to the China, Glass, Pottery and Brass lines has proven most successful. Two equally well equipped plants. We solicit your patronage for the one most convenient for you.



FACSIMILE OF
LABEL

MADE IN AMERICA

Liquid Bright Gold

OVERGLAZE **COLORS** UNDERGLAZE

LIQUID LUSTRES—OXIDES and BODIES
for DECORATING and COLORING

POTTERY GLASS ENAMELWARE CLAY PRODUCTS

The Roessler & Hasslacher Chemical Company

WAREHOUSE, EAST LIVERPOOL, OHIO
Harry W. Smith, Manager

MAIN OFFICE } 100 William St., New York

Please Mention POTTERY AND GLASS When Writing Advertisers

HANOVIA

Chemical and Manufacturing Co.

Manufacturers of

Liquid Bright Gold

LIQUID BRIGHT GREEN GOLD
LIQUID BRIGHT SILVER
LIQUID BRIGHT PLATINUM
LIQUID BRIGHT COPPER

AND OTHER SPECIALTIES FOR HIGH CLASS
China and Glass Decoration

Lustre Colors
IN ALL SHADES

Liquid Burnish Gold

NEW! DESERVES ATTENTION!

A substitute for Burnish Gold in powder
Ready for use, easy to work, reduces cost of Labor

Works and Main Office:	New York Office:
233 to 239 N. J. R. R. Ave.	Hudson Terminal Bldg.
NEWARK, N. J.	30 Church St.

WE ARE HEADQUARTERS

FOR A FULL LINE OF

POTTERS CHEMICALS

INCLUDING ALL

**METALLIC OXIDES, FELD-
SPARS, PLASTER WHITINGS,
PARIS WHITES, BORACIC
ACID, CLAYS, ETC.**

**WRITE TO-DAY FOR
PRICES AND SAMPLES**

THE **HARSHAW FULLER & GOODWIN CO**
CLEVELAND NEW YORK

For The Supply Man

SIX GOOD	Elements of Glass and Glass Making	\$3.00
BOOKS THAT	Tables of Analyses of Clay	\$2.00
ARE ESSENTIAL	Clay Glazes and Enamels	\$5.00
TO YOU AND	Glass Manufacture	\$2.00
YOUR	*Grand Feu Ceramics (On the making of	
BUSINESS—	Hard Porcelain)	\$5.00
GET THEM	*Coloring and Decoration of Ceramic Ware	\$2.00
NOW	(Those marked with an asterisk are postpaid.)	

Huott Publishing Company

395 Fourth Avenue New York

WENGERTS
ETRURIA, LTD.
STOKE-ON-TRENT, ENGLAND
MANUFACTURERS OF
COLOURS & CHEMICALS
for Potters, Glazed Brick Manufacturers,
Glassmakers and Enamellers
on Metals
SEE OUR
**NEW GENERAL PRICE
LIST No. 50**
SENT POST FREE ON
REQUEST

PRODUCERS OF

CONNECTICUT FELD SPAR

For Potters, Glassmakers, Enamellers, etc.

GROUND, IN BAGS OR BULK
FOR

IMMEDIATE SHIPMENT

DIRECT FROM OUR OWN MINES AND MILL

ALSO

Ammonia Fluoride	Calcined Blue Vitriol
Antimony Needle	Powdered
	Hydrofluoric Acid
	All Strengths
Arsenic, White, Red, Yellow	Iron Chromate
Borax, All Kinds	Powdered
Boracic Acid, All Kinds	Manganese
Chrome Oxide, Green	All Kinds and Sizes
Copper Oxide	Pumice Stone
Black and Red	All Grades
	Zinc Oxide

JOHN C. WIARDA & CO.

MANUFACTURING CHEMISTS

280 Green Street Brooklyn, N. Y.

Theodore Haviland & Co.
NEW YORK

SUITE 316

Fifth Avenue Building

200 FIFTH AVENUE

Are now showing new
designs for 1912

From

Theodore Haviland

Limoges.
FRANCE.